

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR MARCH 1979

| | EVENING 7:00-11:00 PM | | | | | | | | | | AM 7:00-11:00 PM | | |
|------------------------|-----------------------|-----------------------------------|---------------------|-----------|------------|------------------|-------------------|--------------------|------------------|----------------------|------------------|------------|----------|
| | General Drama | Suspense & Mystery Drama(1) | Situation Comedy | Adventure | Variety(1) | Feature Films | AN 25- 30 Min. | All 55- 60 Min. | 7:00- 9:00 PM | 8:00- 11:00 PM(2) | Regular | Special(3) | Total(3) |
| HOUSEHOLDS % AVG. AUD. | 15.9 | 17.7 | 22.5 | 15.8 | | 20.4 | 22.3 | 17.1 | 18.6 | 18.3 | 18.4 | 16.9 | 18.2 |
| NO. OF PROGRAMS† | 15 | 8 | 31 | 4 | IFR | 5 | 29 | 35 | 32 | 41 | 73 | 15 | 88 |

| | EVENING 6:00-7:00PM | | MONDAY-FRIDAY 11:30-1:00AM | | WEEKDAY DAYTIME 10:00AM-4:30PM | | | | | WEEKEND DAYTIME | | | |
|------------------------|------------------------|--------------|-------------------------------|------------------|--------------------------------|---------------------|--------------------|-----------------|--------------------|--------------------|---------|------------|----------|
| | Informational(1) | | 11:30PM- 1:00AM(4) | | Quiz & Aud. Partic.(1) | Situation Comedy | 10:00AM- 1:00PM | 1:00- 4:30PM | 10:00AM- 4:30PM | Chil- dren's(1) | Sports | | |
| | Once-a-Week | Multi-weekly | | Daytime Drama | | | | | | | Regular | Special(3) | Total(3) |
| HOUSEHOLDS % AVG. AUD. | 9.2 | 12.5 | 6.2 | 7.6 | 5.4 | 6.5 | 5.9 | 7.5 | 6.8 | 5.8 | 6.9 | 9.4 | 8.0 |
| NO. OF PROGRAMS† | 5 | 3 | 11 | 13 | 11 | 3 | 17 | 11 | 28 | 34 | 11 | 11 | 22 |

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 25, 1979

NIELSEN AVERAGE AUDIENCE

| RANK | PROGRAM | AUDIENCES | | RANK | PROGRAM | AUDIENCES | |
|------|------------------------|-----------|-----------|------|----------------------------|-----------|-----------|
| | | % U.S. | NO. (000) | | | % U.S. | NO. (000) |
| 1 | THREE'S COMPANY | 34.8 | 25,930 | 8 | EIGHT IS ENOUGH | 27.7 | 20,640 |
| 2 | LAVERNE AND SHIRLEY | 32.3 | 24,060 | 10 | BARBARA WALTERS SPECIAL(S) | 27.0 | 20,120 |
| 3 | MORK & MINDY | 31.4 | 23,390 | 11 | 13 QUEENS BLVD.# | 26.9 | 20,040 |
| 4 | HAPPY DAYS | 30.4 | 22,650 | 12 | ANGIE | 26.8 | 19,970 |
| 5 | ROPER'S | 30.2 | 22,500 | 13 | ALL IN THE FAMILY | 26.2 | 19,520 |
| 6 | 60 MINUTES | 28.5 | 21,230 | 14 | ONE DAY AT A TIME | 25.2 | 18,770 |
| 7 | M*A*S*H# | 28.1 | 20,930 | 15 | SOAP# | 24.4 | 18,180 |
| 8 | ABC SUNDAY NIGHT MOVIE | 27.7 | 20,640 | 16 | LITTLE HOUSE-PRAIRIE | 24.2 | 18,030 |

| | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|--------|------------|----|-----|-----|----|----|---|------|----|------|-------------------------|--------|-----------|----|-----|-----|------|------|------|------|------|------|
| 1 MON. | 9.30P | 90 CBS AC | 2 | 194 | 197 | 99 | 99 | A | 23.6 | 35 | 1758 | WED. | 9.00P | 60 ABC PD | 23 | 206 | 99 | B | 25.2 | 39 | 1877 | | |
| ALICE SUN. | 9.00P | 30 CBS CS | | | | | | | | | | B | 19.8 | 37 | | | | 1475 | | | | | |
| | | | | | | | | B | 20.2 | 35 | 1505 | CHIPS 1 SAT. | 8.00P | 60 NBC OP | | | | | | | | | |
| ALL IN THE FAMILY SUN. | 8.00P | 30 CBS CS | 17 | 189 | 197 | 99 | 99 | A | 26.2 | 40 | 1952 | CLIFFHANGERS TUE. | 8.00P | 60 NBC A | 4 | 205 | 186 | 99 | 97 | A | 13.2 | 21 | 983 |
| ANGIE THU. | 8.30P | 30 ABC CS | 6 | 188 | 193 | 97 | 98 | B | 26.3 | 39 | 1959 | DALLAS FRI. | 10.00P | 60 CBS GD | 8 | 182 | 184 | 97 | 97 | B | 13.8 | 21 | 1028 |
| | | | | | | | | A | 26.8 | 42 | 1997 | | | | | | | | A | 21.4 | 39 | 1594 | |
| | | | | | | | | B | 28.2 | 43 | 2101 | | | | | | | | B | 20.3 | 35 | 1512 | |
| B.J. AND THE BEAR SAT. | 9.00P | 60 NBC A | 6 | 193 | 196 | 98 | 95 | A | 15.0 | 27 | 1118 | DELTA HOUSE 1 SAT. | 8.00P | 30 ABC CS | 7 | 198 | | 99 | | A | 13.7 | 26 | 1021 |
| BAD NEWS BEARS 2 SAT. | 8.00P | 30 CBS CS | 1 | | 174 | | 97 | B | 17.0 | 29 | 1267 | DELTA HOUSE (B) 2 THU. | 9.30P | 30 ABC CS | | | 187 | 98 | B | 15.1 | 26 | 1125 | |
| | | | | | | | | A | 20.0 | 37 | 1490 | | | | | | | | A | 17.5 | 29 | 1304 | |
| | | | | | | | | B | 20.0 | 37 | 1490 | | | | | | | | | | | | |
| BARBARA WALTERS SPECIAL(S) 1 TUE. | 10.00P | 60 ABC CC | 21 | 200 | | 99 | | A | 27.0 | 47 | 2012 | DIFFRENT STROKES FRI. | 8.00P | 30 NBC CS | 19 | 182 | 201 | 94 | 99 | A | 20.8 | 36 | 1550 |
| BARNABY JONES THU. | 10.00P | 60 CBS PD | | 190 | 196 | 99 | 99 | A | 18.8 | 34 | 1401 | DRACULA '79(S) 2 SAT. | 8.00P | 60 NBC A | | | 193 | | 95 | B | 19.8 | 33 | 1475 |
| | | | | | | | | B | 20.6 | 35 | 1535 | | | | | | | | A | 12.5 | 23 | 931 | |
| BARNEY MILLER THU. | 9.00P | 30 ABC CS | 23 | 189 | 190 | 97 | 98 | A | 23.4 | 37 | 1743 | DUKES OF HAZZARD 1 FRI. | 9.00P | 60 CBS GD | 7 | 183 | | 98 | | A | 22.2 | 39 | 1654 |
| BATTLESTAR: GALACTICA 1 SUN. | 8.00P | 60 ABC SF | 19 | 200 | | 99 | | B | 23.2 | 36 | 1728 | EIGHT IS ENOUGH WED. | 8.00P | 60 ABC CS | 25 | 200 | 180 | 99 | 96 | B | 20.7 | 34 | 1542 |
| | | | | | | | | A | 18.6 | 28 | 1386 | | | | | | | | A | 27.7 | 43 | 2064 | |
| | | | | | | | | B | 20.2 | 31 | 1505 | | | | | | | | B | 24.8 | 39 | 1848 | |
| BIG EVENT-TUE. | 9.00P | 120 NBC FV | 22 | 201 | 196 | 99 | 98 | A | 10.1 | 17 | 752 | FAMILY THU. | 10.00P | 60 ABC GD | 19 | 184 | 185 | 97 | 97 | A | 16.5 | 30 | 1229 |
| BIG EVENT 2 SUN. | 8.00P | 120 NBC FV | 15 | | 206 | | 99 | B | 16.7 | 27 | 1244 | FANTASY ISLAND SAT. | 10.00P | 60 ABC A | 24 | 195 | 198 | 98 | 99 | B | 18.1 | 32 | 1348 |
| | | | | | | | | A | 15.5 | 23 | 1155 | | | | | | | | A | 18.0 | 34 | 1341 | |
| | | | | | | | | B | 19.4 | 29 | 1445 | | | | | | | | B | 21.0 | 38 | 1565 | |
| BILLY 2 SAT. | 8.30P | 30 CBS CS | 1 | | 178 | | 97 | A | 16.0 | 29 | 1192 | FLATBUSH 1 MON. | 8.30P | 30 CBS CS | 3 | 179 | | 95 | | A | 15.0 | 22 | 1118 |
| | | | | | | | | B | 16.0 | 29 | 1192 | | | | | | | | B | 15.2 | 22 | 1132 | |

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1979 REPORT

| PROGRAM NAME | | | | | | T/C THIS SEASON | | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | | PROGRAM NAME | | | | | | T/C THIS SEASON | | NO. OF STATIONS | | PROGRAM COVERAGE | | HOUSEHOLD AUDIENCES | | | |
|-----------------------------|-----|------------|-----|-----|------|-----------------|------|-----------------|------|------------------|-------------|---------------------|-------------------|---------------------------|-----|--------------|-----|-----|------|------|------|-----------------|------|-----------------|-------------|------------------|-------------------|---------------------|--|--|--|
| WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | WK # | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | WK 1 | WK 2 | K E Y | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | MRS. COLUMBO | | | | | | | | | | | | | | | | | |
| FRIENDS | | | | | | | | | | | | | | THU. 10.00P 60 NBC SM | | | | | | | | | | | | | | | | | |
| 2 SUN. 7.00P 60 ABC GD | | | | | | | | | | | | | | NBC MONDAY NIGHT MOVIES | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | 2 MON. 9.00P 120 NBC FF | | | | | | | | | | | | | | | | | |
| 177 | | | | | | | | | | | | | | NBC MOVIE OF THE WEEK(S) | | | | | | | | | | | | | | | | | |
| 96 | | | | | | | | | | | | | | 1 FRI. 9.30P 90 NBC FF | | | | | | | | | | | | | | | | | |
| GREATEST HEROES OF-BIBLE(S) | | | | | | | | | | | | | | NBC NEWS UPDATE-M-F | | | | | | | | | | | | | | | | | |
| 1 SUN. 7.00P 60 NBC GD | | | | | | | | | | | | | | M-F 8.58P 1 NBC N | | | | | | | | | | | | | | | | | |
| 214 | | | | | | | | | | | | | | NBC NEWS UPDATE-SAT. | | | | | | | | | | | | | | | | | |
| 99 | | | | | | | | | | | | | | SAT. 8.58P 1 NBC N | | | | | | | | | | | | | | | | | |
| HAPPY DAYS | | | | | | | | | | | | | | NBC NEWS UPDATE-SUN. | | | | | | | | | | | | | | | | | |
| 1 TUE. 8.00P 30 ABC CS | | | | | | | | | | | | | | 1 SUN. 8.57P 1 NBC N | | | | | | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | | 2 SUN. 9.06P 1 | | | | | | | | | | | | | | | | | |
| 207 | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | | | | | | | | | | | | | | | | | |
| 197 | | | | | | | | | | | | | | 1 SAT. 6.30P 30 NBC N | | | | | | | | | | | | | | | | | |
| 99 | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SUN. | | | | | | | | | | | | | | | | | |
| 99 | | | | | | | | | | | | | | SUN. 6.30P 30 NBC N | | | | | | | | | | | | | | | | | |
| HARRIS AND COMPANY | | | | | | | | | | | | | | NBC NIGHTLY NEWS | | | | | | | | | | | | | | | | | |
| 1 THU. 8.00P 60 NBC GD | | | | | | | | | | | | | | M-F 6.30P 30 NBC N | | | | | | | | | | | | | | | | | |
| 176 | | | | | | | | | | | | | | NBC NOVELS FOR TELEVISION | | | | | | | | | | | | | | | | | |
| 181 | | | | | | | | | | | | | | 6 | | | | | | | | | | | | | | | | | |
| 94 | | | | | | | | | | | | | | 206 | | | | | | | | | | | | | | | | | |
| 95 | | | | | | | | | | | | | | 203 | | | | | | | | | | | | | | | | | |
| HAWAII FIVE-O | | | | | | | | | | | | | | 199 | | | | | | | | | | | | | | | | | |
| 1 THU. 9.00P 60 CBS OP | | | | | | | | | | | | | | 161 | | | | | | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | | | 151 | | | | | | | | | | | | | | | | | |
| 178 | | | | | | | | | | | | | | 88 | | | | | | | | | | | | | | | | | |
| 194 | | | | | | | | | | | | | | 87 | | | | | | | | | | | | | | | | | |
| HELLO, LARRY | | | | | | | | | | | | | | A 12.4 23 924 | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.30P 30 NBC CS | | | | | | | | | | | | | | B 13.0 22 969 | | | | | | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | | A 22.1 33 1646 | | | | | | | | | | | | | | | | | |
| 194 | | | | | | | | | | | | | | B 22.0 32 1639 | | | | | | | | | | | | | | | | | |
| HOW THE WEST WAS WON | | | | | | | | | | | | | | A 25.2 38 1877 | | | | | | | | | | | | | | | | | |
| 1 MON. 9.00P 120 ABC EW | | | | | | | | | | | | | | B 25.2 38 1877 | | | | | | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | | A 20.4 32 1520 | | | | | | | | | | | | | | | | | |
| 182 | | | | | | | | | | | | | | B 17.6 26 1311 | | | | | | | | | | | | | | | | | |
| 96 | | | | | | | | | | | | | | A 12.7 21 946 | | | | | | | | | | | | | | | | | |
| INCREDIBLE HULK | | | | | | | | | | | | | | B 14.6 23 1088 | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.00P 60 CBS SF | | | | | | | | | | | | | | A 11.4 18 849 | | | | | | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | | | B 12.4 20 924 | | | | | | | | | | | | | | | | | |
| 186 | | | | | | | | | | | | | | A 16.8 31 1252 | | | | | | | | | | | | | | | | | |
| 167 | | | | | | | | | | | | | | B 16.2 26 1207 | | | | | | | | | | | | | | | | | |
| 99 | | | | | | | | | | | | | | A 18.3 28 1363 | | | | | | | | | | | | | | | | | |
| 92 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JEFFERSONS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 9.30P 30 CBS CS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 186 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 9.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

KAZ
2 WED. 10.00P 60 CBS GD
KILLERS OF THE PLAINS(S)
2 WED. 8.00P 60 NBC DO
KRAFT ALL-STAR SALUTE(S)
1 WED. 10.00P 60 CBS AC
LAVERNE AND SHIRLEY
TUE. 8.30P 30 ABC CS
LITTLE HOUSE-PRAIRIE
MON. 8.00P 60 NBC GD
LOU GRANT
2 MON. 10.00P 60 CBS GD
LOVE BOAT
SAT. 9.00P 60 ABC CS
MAKIN' IT
1 FRI. 8.00P 30 ABC CS
MARRIED:THE FIRST YEAR
WED. 8.00P 60 CBS GD
MARY TYLER MOORE HOUR
SUN. 10.00P 60 CBS CV
M*A*S*H
1 MON. 9.00P 30 CBS CS
MORK & MINDY
THU. 8.00P 30 ABC CS

158 90
155 93
189 99
206 188 99 97
214 204 99 98
174 95
198 196 99 99
190 98
171 136 90 81
192 192 99 99
197 99
195 197 97 98
A 17.3 31 1289
B 14.6 25 1088
A 13.4 21 998
A 16.3 28 1214
A 32.3 50 2406
B 30.0 46 2235
A 24.2 36 1803
B 24.3 36 1810
A 19.0 31 1416
B 19.9 31 1483
A 20.1 36 1497
B 22.3 38 1661
A 10.1 18 752
B 11.9 20 887
A 11.8 19 879
B 12.0 19 894
A 17.0 29 1267
B 17.7 30 1319
A 28.1 42 2093
B 25.7 37 1915
A 31.4 49 2339
B 28.7 46 2138

WED. 9.00P 120 NBC GD
NBC THEATER(S)
1 MON. 9.00P 120 NBC FF
NEWSBREAK-M-F
1 M-F 8.58P 1 CBS N
2 MON. 9.28P 1
2 TU&TH 8.58P 1
2 WED. 9.57P 2
2 FRI. 9.05P 1
NEWSBREAK-SAT.
SAT. 8.58P 1 CBS N
NEWSBREAK-SUN.
SUN. 8.58P 1 CBS N
ONE DAY AT A TIME
SUN. 8.30P 30 CBS CS
ONE DAY AT A TIME
1 WED. 9.00P 30 CBS CS
OSMOND FAMILY SHOW
1 SUN. 7.00P 60 ABC GV
PAPER CHASE
2 TUE. 8.00P 60 CBS GD
PAUL LYNDE AT THE MOVIES(S)
2 SAT. 8.00P 60 ABC CV
QUINCY, M.E.
THU. 9.00P 60 NBC OP

199 99
161 151 88 87
26 158 155 93 90
25 171 168 95 87
2 190 196 99 99
9 190 98
6 189 98
17 125 88
193 98
22 189 209 94 99
B 16.4 26 1222
A 16.4 26 1222
A 15.0 23 1118
B 15.8 24 1177
A 12.4 23 924
B 13.0 22 969
A 22.1 33 1646
B

[illegible]

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|-----------------------------|----------|-----|-----|-----|----|----|---|-----|----|-----|---------------------------|--------|-----|-----|----|----|---|-----|----|-----|
| TOMORROW SHOW | | 95 | 173 | 173 | 97 | 97 | A | 2.2 | 18 | 164 | DOCTORS | 15 | 196 | 199 | 98 | 98 | A | 6.0 | 22 | 447 |
| 1 MON. | 1.30A | 45 | NBC | CC | | | B | 2.5 | 19 | 186 | M-F | 2.00P | 30 | NBC | DD | | A | 6.0 | 22 | 447 |
| 1 TUE. | 1.53A | 45 | | | | | | | | | EDGE OF NIGHT | 109 | 159 | 161 | 87 | 88 | A | 5.6 | 18 | 417 |
| 1 W & TH | 1.00A | 45 | | | | | | | | | M-F | 4.00P | 30 | ABC | DD | | A | 6.0 | 18 | 447 |
| 2 M-TH | 1.00A | 45 | | | | | | | | | | | | | | | | | | |
| TONIGHT SHOW | | 119 | 212 | 212 | 99 | 99 | A | 6.4 | 26 | 477 | FAMILY FEUD | 118 | 194 | 194 | 99 | 99 | A | 8.2 | 35 | 611 |
| 1 MON. | 12.00M | 75 | NBC | GV | | | B | 7.4 | 27 | 551 | M-F | 11.30A | 30 | ABC | QP | | B | 8.0 | 33 | 596 |
| 1 TUE. | 12.00M | 26 | | | | | | | | | GENERAL HOSPITAL | 114 | 188 | 189 | 98 | 98 | A | 8.3 | 27 | 618 |
| | & 12.49A | 54 | | | | | | | | | M-F | 3.00P | 60 | ABC | DD | | B | 8.9 | 29 | 663 |
| 1 WED. | 11.30P | 78 | | | | | | | | | GOOD MORNING, AMERICA-730 | 120 | 186 | 186 | 98 | 98 | A | 4.0 | 23 | 298 |
| 1 THU. | 11.30P | 80 | | | | | | | | | M-F | 7.30A | 30 | ABC | N | | B | 3.2 | 21 | 238 |
| 1 FRI. | 11.30P | 75 | | | | | | | | | GOOD MORNING, AMERICA-830 | 120 | 189 | 189 | 96 | 96 | A | 4.5 | 24 | 335 |
| 2 M-W | 11.30P | 75 | | | | | | | | | M-F | 8.30A | 30 | ABC | N | | B | 4.4 | 24 | 328 |
| 2 THU. | 11.30P | 76 | | | | | | | | | GUIDING LIGHT | 118 | 188 | 188 | 99 | 99 | A | 8.5 | 30 | 633 |
| 2 FRI. | 11.30P | 78 | | | | | | | | | M-F | 2.30P | 60 | CBS | DD | | B | 8.1 | 28 | 603 |
| TUESDAY MOVIE OF THE WEEK | | 21 | 176 | 175 | 96 | 96 | A | 6.0 | 26 | 447 | HAPPY DAYS M-F | 117 | 174 | 175 | 97 | 97 | A | 5.5 | 26 | 410 |
| 1 TUE. | 12.00M | 27 | ABC | FF | | | B | 6.5 | 25 | 484 | M-F | 11.00A | 30 | ABC | CS | | B | 5.5 | 25 | 410 |
| | & 12.50A | 20 | | | | | | | | | HIGH ROLLERS | 117 | 190 | 188 | 94 | 94 | A | 5.1 | 24 | 380 |
| 2 TUE. | 11.30P | 71 | | | | | | | | | M-F | 11.00A | 30 | NBC | QG | | B | 5.5 | 25 | 410 |
| TUESDAY MOVIE-WEEK PART 2 | | 18 | 176 | 175 | 96 | 96 | A | 4.2 | 32 | 313 | HOLLYWOOD SQUARES | 15 | 161 | 162 | 84 | 84 | A | 4.4 | 17 | 328 |
| 1 TUE. | 1.10A | 68 | ABC | FF | | | B | 5.1 | 32 | 380 | M-F | 12.30P | 30 | NBC | QP | | B | 4.5 | 17 | 335 |
| 2 TUE. | 12.41A | 44 | | | | | | | | | LOVE OF LIFE | 116 | 182 | 181 | 94 | 94 | A | 5.6 | 25 | 417 |
| YOUR TURN: LTRS-CBS NEWS(S) | | 168 | | | 92 | | A | 6.7 | 23 | 499 | M-F | 11.30A | 24 | CBS | DD | | B | 5.9 | 25 | 440 |
| 1 WED. | 11.30P | 30 | CBS | N | | | | | | | M*A*S*H M-F | 117 | 183 | 185 | 97 | 97 | A | 8.5 | 27 | 633 |
| WEEKDAY DAYTIME | | | | | | | | | | | M-F | 3.30P | 30 | CBS | CS | | B | 7.8 | 24 | 581 |
| ABC AFTERSCHOOL SPECIAL(S) | | | 190 | | 98 | | A | 5.8 | 18 | 432 | | | | | | | | | | |
| 2 WED. | 4.30P | 60 | ABC | FV | | | | | | | | | | | | | | | | |

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|------------------------------|--------|-----------|----|-----|-----|----|----|------|-----|-----|-----------------------------|-----------------------------|-----------|-----------|------|------|-----|------|-----|-----|-----|
| SAT. | 9.59A | 3 CBS CN | | | | | B | 10.3 | 39 | 767 | NCAA CHAMP. SERIES-SUN 2(S) | 209 | 99 | A | 12.3 | 35 | 916 | | | | |
| IN THE NEWS-10.26AM | | | 26 | 194 | 194 | 99 | 99 | A | 9.9 | 39 | 738 | 1 SUN. | | | | | | | | | |
| SAT. | 10.26A | 3 CBS CN | | | | | B | 10.0 | 37 | 745 | NCAA CHAMP. SERIES-SAT 1(S) | 214 | 99 | A | 12.0 | 35 | 894 | | | | |
| IN THE NEWS-11.33AM | | | 26 | 191 | 192 | 99 | 99 | A | 6.8 | 26 | 507 | 2 SAT. | | | | | | | | | |
| SAT. | 11.33A | 3 CBS CN | | | | | B | 8.4 | 31 | 626 | | | | | | | | | | | |
| IN THE NEWS-11.56AM | | | 26 | 191 | 192 | 99 | 99 | A | 6.7 | 26 | 499 | NCAA CHAMP. SERIES-SAT 2(S) | 213 | 99 | A | 17.2 | 39 | 1281 | | | |
| SAT. | 11.56A | 3 CBS CN | | | | | B | 7.9 | 29 | 589 | 2 SAT. | | | | | | | | | | |
| IN THE NEWS-12.26PM | | | 26 | 183 | 182 | 96 | 96 | A | 5.4 | 21 | 402 | NCAA WARM-UP(S) | 213 | 99 | A | 14.2 | 36 | 1058 | | | |
| SAT. | 12.26P | 3 CBS CN | | | | | B | 6.1 | 22 | 454 | 2 SAT. | | | | | | | | | | |
| IN THE NEWS-12.56PM | | | 24 | 187 | 186 | 98 | 98 | A | 5.9 | 22 | 440 | PRO BOWLERS TOUR | 187 | 187 | 95 | 95 | A | 8.2 | 23 | 611 | |
| SAT. | 12.56P | 3 CBS CN | | | | | B | 7.2 | 25 | 536 | SAT. | 3.30P | 90 ABC SE | | | | B | 9.1 | 25 | 678 | |
| IN THE NEWS-1.26PM | | | 20 | 161 | 158 | 85 | 84 | A | 4.5 | 17 | 335 | SCHOOLHOUSE ROCK-8.26AM | 20 | 190 | 190 | 98 | 98 | A | 4.5 | 28 | 335 |
| SAT. | 1.26P | 3 CBS CN | | | | | B | 5.3 | 18 | 395 | SAT. | 8.26A | 4 ABC CN | | | | B | 4.4 | 29 | 328 | |
| IN THE NEWS-8.26AM-SUN. | | | 9 | 53 | 44 | 48 | 37 | A | 1.3 | 12 | 97 | SCHOOLHOUSE ROCK-9.26AM | 20 | 190 | 190 | 98 | 98 | A | 6.0 | 25 | 447 |
| SUN. | 8.26A | 3 CBS CN | | | | | B | 1.4 | 14 | 104 | SAT. | 9.26A | 4 ABC CN | | | | B | 5.9 | 24 | 440 | |
| IN THE NEWS-8.56AM-SUN. | | | 9 | 44 | 34 | 39 | 31 | A | 1.3 | 9 | 97 | SCHOOLHOUSE ROCK-10.56AM | 16 | 193 | 191 | 99 | 99 | A | 7.1 | 28 | 529 |
| SUN. | 8.56A | 3 CBS CN | | | | | B | 1.6 | 12 | 119 | SAT. | 10.56A | 3 ABC CN | | | | B | 6.6 | 25 | 492 | |
| INT'L CHAMPIONSHIP BOXING | | | 8 | | 164 | | 86 | A | 7.0 | 23 | 522 | SCHOOLHOUSE ROCK-11.26AM | 20 | 185 | 183 | 98 | 97 | A | 5.8 | 24 | 432 |
| 2 SUN. | 2.00P | 90 ABC SE | | | | | B | 10.8 | 27 | 805 | SAT. | 11.26A | 3 ABC CN | | | | B | 6.1 | 24 | 454 | |
| ISSUES AND ANSWERS | | | 23 | 173 | 162 | 95 | 93 | A | 3.2 | 14 | 238 | SCHOOLHOUSE ROCK-11.56AM | 22 | 185 | 185 | 92 | 92 | A | 5.6 | 22 | 417 |
| SUN. | 12.00N | 30 ABC CC | | | | | B | 3.1 | 12 | 231 | SAT. | 11.56A | 3 ABC CN | | | | B | 6.0 | 24 | 447 | |
| JETSONS | | | 8 | 194 | 195 | 97 | 96 | A | 7.1 | 28 | 529 | SCHOOLHOUSE ROCK-11.55AM | 26 | 132 | 120 | 82 | 81 | A | 3.2 | 14 | 238 |
| SAT. | 11.30A | 30 NBC CA | | | | | B | 7.8 | 29 | 581 | SUN. | 11.55A | 4 ABC CN | | | | B | 3.2 | 13 | 238 | |
| JOHN DENVER-PRO-AM SKIING(S) | | | | 163 | | | 84 | A | 8.3 | 25 | 618 | SCOOPY'S ALL STARS I | 20 | 190 | 190 | 98 | 98 | A | 4.0 | 26 | 298 |
| 2 SUN. | 3.30P | 60 ABC SE | | | | | | | | | | SAT. | 8.00A | 30 ABC CA | | | B | 3.8 | 27 | 283 | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. MAR. 12, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | |
|-----------------------------|---|--|------|------|------|------|--------------------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|--|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | 16,320 21.9 | | | | | 19,150 25.7 | | | | | | | | | | | | |
| | ABC TV | Salvage 1 | | | | | (OP) How the West Was Won | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 12,850 17.3 | | | | | 13,560 18.2 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 26 16.3 | | | | | 29 16.1 | | | | | | | | | | | | |
| 1 | TOTAL AUDIENCE (Households (000) & %) | 13,110 17.6 | | | | | 23,690 31.8 | | | | | | | | | | | | |
| | CBS TV | Billy | | | | | Flatbush (OP) M*A*S*H | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 11,320 15.2 | | | | | 20,930 28.1 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 23 15.5 | | | | | 42 27.1 | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | 23,320 31.3 | | | | | 20,190 27.1 | | | | | | | | | | | | |
| | NBC TV | Little House on the Prairie | | | | | (OP) NBC Theater | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 19,150 25.7 | | | | | 12,220 16.4 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 39 23.7 | | | | | 26 18.4 | | | | | | | | | | | | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | 16,170 21.7 | | | | | 20,560 27.6 | | | | | | | | | | | | |
| | ABC TV | Salvage 1 | | | | | (OP) How the West Was Won | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 12,290 16.5 | | | | | 14,600 19.6 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 24 15.0 | | | | | 31 17.2 | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | 20,410 27.4 | | | | | 18,100 24.3 | | | | | | | | | | | | |
| | CBS TV | You're the Greatest, Charlie Brown (8:00-8:30PM) | | | | | White Shadow (OP) WKRP in Cincinnati | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 17,950 24.1 | | | | | 16,240 21.8 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 36 23.8 | | | | | 33 21.5 | | | | | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | 21,980 29.5 | | | | | 20,120 27.0 | | | | | | | | | | | | |
| | NBC TV | Little House on the Prairie | | | | | (OP) NBC Monday Night Movies | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 16,840 22.6 | | | | | 12,370 16.6 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 33 19.9 | | | | | 26 18.4 | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | 58.4 | 60.9 | 62.1 | 62.9 | 64.8 | 66.5 | 67.7 | 67.5 | 66.7 | 67.4 | 65.9 | 65.5 | 63.5 | 61.0 | 58.8 | 56.0 | | |
| (See Def. 1) WK 2 | | 58.4 | 60.5 | 62.1 | 63.8 | 66.3 | 67.7 | 68.2 | 69.4 | 66.7 | 66.6 | 66.0 | 65.4 | 63.3 | 62.0 | 60.8 | 57.4 | | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. MAR. 19, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 13, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------------|--------|--|------|------|------|------|----------------|----------------|----------------|------|----------------|----------------|----------------|------|----------------|-------|----------------|-------|-------|
| W E E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 27,340 36.7 | | 28,310 38.0 | | 30,620 41.1 | | 28,680 38.5 | | 24,590 33.0 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 9,160 12.3 | | | | 15,720 21.1 | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 14,900 20.0 | | | | 13,340 17.9 | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| W E E K 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 23,170 31.1 | | 23,170 31.1 | | 25,110 33.7 | | 21,750 29.2 | | 19,670 26.4 | | 16,760 22.5 | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 11,100 14.9 | | | | 18,480 24.8 | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 12,440 16.7 | | | | 15,200 20.4 | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV | | | WK 1 | 58.3 | 59.9 | 60.8 | 62.6 | 64.5 | 65.4 | 65.6 | 66.8 | 66.8 | 66.8 | 65.6 | 64.4 | 60.7 | 58.9 | 56.5 | 53.1 |
| (See Def. 1) | | | WK 2 | 54.6 | 56.0 | 56.0 | 57.7 | 58.8 | 61.7 | 63.1 | 63.5 | 63.2 | 63.2 | 61.7 | 60.7 | 58.1 | 56.6 | 53.7 | 52.1 |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 14, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|-----------------------------|---|------|------|------|------|--|-------|------|------|-------------------------|--|----------------|----------------|--------------------------|---|-------|-------|-------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 25,850 34.7 | | | | 22,280 29.9 | | | | 20,860 28.0 | | | | |
| | ABC TV | | | | | Eight Is Enough | | | | Charlie's Angels (R) | | | (OP) | Vegas | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 21,530 28.9 | 27.4* | | | 17,880 24.0 | 24.6* | | 23.4* | 17,510 23.5 | 23.7* | | 23.3* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 45 26.5 | 43 * | 30.2 | 30.5 | 46 * | 38 | 24.2 | 37 * | 41 | 40 * | | 42 * | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,590 16.9 | | | | 17,210 23.1 | | 17,880 24.0 | | 15,350 20.6 | | | | |
| | CBS TV | | | | | Married: The First Year | | | | (OP) | One Day at a Time (R) | | The Jeffersons | | The 3rd Annual Kraft All Star Salute: Pearl Bailey (10:00-11:00PM) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,390 12.6 | 12.3* | | | 15,200 20.4 | | 16,540 22.2 | | 12,140 16.3 | 17.0* | | 15.5* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 20 12.2 | 19 * | 12.7 | 13.0 | 20 * | 32 | 35 | 22.0 | 28 | 29 * | 15.9 | 28 * | 15.1 |
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,810 17.2 | | | | 15,570 20.9 | | | | | | | | |
| | NBC TV | | | | | Supertrain | | | | (OP) | NBC Novels for Television "STUDS LONGAN" Pt. II (9:00-11:00PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,690 13.0 | 12.6* | | | 9,910 13.3 | 13.1* | | 12.8* | | 13.9* | | 13.4* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 20 12.3 | 20 * | 13.2 | 13.8 | 21 * | 22 | 12.6 | 20 * | 20 * | 24 * | 13.6 | 24 * | 13.1 |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 23,540 31.6 | | | | 21,380 28.7 | | | | 14,970 20.1 | | | | |
| | ABC TV | | | | | Eight Is Enough (R) | | | | Charlie's Angels | | | (OP) | 20/20 (10:00-11:00PM) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 19,670 26.4 | 24.9* | | | 17,660 23.7 | 24.1* | | 23.2* | 10,800 14.5 | 15.6* | | 13.4* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 42 23.6 | 41 * | 27.7 | 28.2 | 43 * | 37 | 24.1 | 36 * | 26 | 27 * | 14.1 | 25 * | 12.7 |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,500 14.1 | | | | 16,910 22.7 | | | | 16,170 21.7 | | | | |
| | CBS TV | | | | | Married: The First Year | | | | The Jeffersons | | | (OP) | Kaz | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,200 11.0 | 10.5* | | | 13,630 18.3 | 17.8* | | 18.8* | 12,890 17.3 | 17.4* | | 17.2* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 17 10.2 | 17 * | 11.4 | 11.6 | 18 * | 29 | 18.4 | 29 * | 31 | 30 * | 17.6 | 32 * | 16.9 |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,890 17.3 | | | | 16,170 21.7 | | | | | | | | |
| | NBC TV | | | | | Killers of the Plains (8:00-9:00PM) | | | | (OP) | NBC Novels for Television "STUDS LONGAN" Pt. III (9:00-11:00PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,980 13.4 | 13.1* | | | 10,130 13.6 | 12.0* | | 13.1* | | 14.5* | | 14.7* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | | | 21 12.9 | 21 * | 14.0 | 13.5 | 21 * | 23 | 11.8 | 20 * | 25 * | 25 * | 14.7 | 27 * | 14.8 |
| TV HOUSEHOLDS USING TV WK 1 | | 59.5 | 60.6 | 60.3 | 62.3 | 62.8 | 63.4 | 64.8 | 65.7 | 64.1 | 63.9 | 63.3 | 62.5 | 59.2 | 58.3 | 56.7 | 54.5 | |
| (See Def. 1) WK 2 | | 52.9 | 54.8 | 56.1 | 58.3 | 60.5 | 62.2 | 64.3 | 65.8 | 63.9 | 64.2 | 65.0 | 63.2 | 58.4 | 57.2 | 55.0 | 52.1 | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. MAR. 21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 15, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|-----------------------|--|------|------|------|------|----------------|-------|--------------------|-------|----------------|------|----------------|------|----------------|-------|---------------|-------|-------|
| W E E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 26,300 35.3 | | 21,900 29.4 | | 20,930 28.1 | | 19,820 26.6 | | 14,600 19.6 | | | | |
| | ABC TV | | | | | | | Mork & Mindy | Angle | Barney Miller | | Soap | (OP) | | | Family | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 23,990 32.2 | | 20,260 27.2 | | 19,070 25.6 | | 18,180 24.4 | | 12,070 16.2 | | 16.5* | | 15.9* |
| | SHARE OF AUDIENCE % | | | | | 50 | | 42 | | 40 | | 38 | | 29 | | 28 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 30.9 | 33.4 | 27.5 | 26.9 | 25.8 | 25.4 | 25.1 | 23.7 | 16.6 | 16.4 | 15.8 | 16.0 | |
| E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,390 22.0 | | | | 14,680 19.7 | | | | 15,570 20.9 | | | | |
| | CBS TV | | | | | | | The Waltons | (OP) | | | Hawaii Five-0 | | | | Barnaby Jones | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,040 17.5 | 16.6* | | | 11,770 15.8 | | | | 13,630 18.3 | | 18.0* | | 18.6* |
| | SHARE OF AUDIENCE % | | | | | 27 | 26 * | | | 29 * | 24 | 24 * | | 25 * | 32 | 31 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.2 | 16.9 | 18.6 | 18.3 | 15.6 | 15.5 | 16.1 | 15.8 | 17.7 | 18.3 | 19.1 | 18.0 | |
| E E K 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | 8,340 11.2 | | | | 13,040 17.5 | | | | 11,620 15.6 | | | | |
| | NBC TV | | | | | | | Harris and Company | (OP) | | | Quincy, M.E. | | | | Mrs. Columbo | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 5,810 7.8 | 7.1* | | | 10,650 14.3 | | 13.8* | | 9,090 12.2 | | 12.5* | | 11.8* |
| | SHARE OF AUDIENCE % | | | | | 12 | 11 * | | | 13 * | 22 | 21 * | | 23 * | 22 | 22 * | | 21 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 7.2 | 6.9 | 8.3 | 8.9 | 13.1 | 14.5 | 14.8 | 14.6 | 12.5 | 12.5 | 11.9 | 11.7 | |

| | | | | | | | | | | | | | | | | | | |
|-----------------------------|--|------|------|------|------|----------------|-------|--------------------|-------|----------------------|------|--------------------|------|----------------|------|---------------|------|-------|
| W E E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 24,960 33.5 | | 21,530 28.9 | | 17,360 23.3 | | 14,300 19.2 | | 15,350 20.6 | | | | |
| | ABC TV | | | | | | | Mork & Mindy | Angle | Barney Miller (R) | | Delta House (B) | (OP) | | | Family | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 22,800 30.6 | | 19,590 26.3 | | 15,720 21.1 | | 13,040 17.5 | | 12,520 16.8 | | 17.1* | | 16.6* |
| | SHARE OF AUDIENCE % | | | | | 49 | | 42 | | 34 | | 29 | | 32 | | 31 * | | 32 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 29.4 | 31.9 | 26.3 | 26.2 | 21.5 | 20.8 | 18.0 | 17.1 | 17.0 | 17.1 | 16.6 | 16.6 | |
| E E K 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,650 21.0 | | | | 15,650 21.0 | | | | 17,210 23.1 | | | | |
| | CBS TV | | | | | | | The Waltons | (OP) | | | Hawaii Five-0 | | | | Barnaby Jones | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,840 17.3 | 16.2* | | | 12,810 17.2 | | 16.8* | | 14,380 19.3 | | 19.4* | | 19.2* |
| | SHARE OF AUDIENCE % | | | | | 28 | 26 * | | | 30 * | 28 | 27 * | | 36 | | 36 * | | 37 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.6 | 16.7 | 18.4 | 18.5 | 17.0 | 16.5 | 17.5 | 17.9 | 19.5 | 19.4 | 19.5 | 18.4 | |
| E E K 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | 8,720 11.7 | | | | 17,280 23.2 | | | | 11,770 15.8 | | | | |
| | NBC TV | | | | | | | Harris and Company | (OP) | | | Quincy, M.E. | | | | Mrs. Columbo | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 5,740 7.7 | 7.2* | | | 13,480 18.1 | | 16.9* | | 9,610 12.9 | | 12.9* | | 12.8* |
| | SHARE OF AUDIENCE % | | | | | 12 | 12 * | | | 13 * | 30 | 28 * | | 24 | | 24 * | | 25 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 7.5 | 6.8 | 7.9 | 8.6 | 15.9 | 17.8 | 19.4 | 19.3 | 13.1 | 12.8 | 12.6 | 12.9 | |
| TV HOUSEHOLDS USING TV WK 1 | | 55.0 | 57.1 | 58.9 | 60.8 | 63.9 | 65.7 | 64.6 | 64.6 | 64.4 | 64.8 | 65.5 | 64.1 | 58.6 | 57.2 | 56.0 | 53.9 | |
| (See Def. 1) WK 2 | | 54.1 | 56.2 | 56.5 | 57.9 | 61.4 | 63.3 | 62.4 | 62.0 | 61.2 | 61.3 | 60.6 | 59.3 | 55.5 | 53.7 | 52.0 | 50.6 | |

U. S. TV Households: 74,500,000. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 16, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | | |
|-----------------------------|---|------|------|------|------|-----------------------------------|------|--------------------------|------|--|------|---|------|----------------|-------|----------------|-------|---------------|-------|---------------|--|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | | | | | 8,340 11.2 | | 9,460 12.7 | | 21,750 29.2 | | | | | | | | | | | |
| | ABC TV | | | | | Makin' It | | What's Happening (OP) | | ABC Friday Night Movie "THE CRACKER FACTORY" (9:00-11:00PM) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,520 10.1 | | 8,640 11.6 | | 14,600 19.6 | | 17.7* 35 | | 19.8* 35 * | | 20.7* 38 * | | 20.4* 38 * | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 18 10.1 | | 20 11.0 | | 35 12.3 | | 31 * 17.3 | | 35 * 18.0 | | 38 * 19.2 | | 38 * 20.5 | | 38 * 20.5 | |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,420 20.7 | | | | 20,410 27.4 | | 17,580 23.6 | | | | | | | | | |
| | CBS TV | | | | | Incredible Hulk | | (OP) | | Dukes of Hazzard | | Dallas | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,920 16.0 | | 14.3* 17.6* | | 16,540 22.2 | | 21.6* 39 | | 22.8* 40 * | | 14,300 19.2 | | 18.7* 35 | | 19.7* 37 * | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 28 14.0 | | 26 * 14.7 | | 31 * 17.2 | | 38 * 21.2 | | 40 * 22.0 | | 35 18.2 | | 34 * 19.3 | | 37 * 19.9 | |
| W E K 3 | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,360 23.3 | | 13,780 18.5 | | 8,490 11.4 | | 11,100 14.9 | | | | | | | | | |
| | NBC TV | | | | | Diff'rent Strokes | | Hello, Larry (OP) | | Brothers and Sisters | | NBC Movie of the Week "RAFFERTY AND THE HIGHWAY HUSTLERS" (9:30-11:00PM)(R) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,570 20.9 | | 12,440 16.7 | | 7,230 9.7 | | 5,590 7.5 | | 7.0* 12 * | | 7.8* 14 * | | 7.6* 14 * | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 37 20.3 | | 29 21.5 | | 17 17.2 | | 14 10.0 | | 12 * 9.3 | | 14 * 7.7 | | 14 * 7.5 | | 14 * 7.6 | |
| W E K 4 | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,690 13.0 | | 22,500 30.2 | | | | | | | | | | | | | |
| | ABC TV | | | | | What's Happening (R) | | (OP) | | WBC Heavyweight Championship (8:30-10:22PM) | | Battlestar: Galactica (10:25-11:00PM)(SUS.) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,900 10.6 | | 15,120 20.3 | | 17.1* 29 * | | 20.3* 34 * | | 23.3* 38 * | | 20.9* 36 * | | 17.0 | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 18 9.9 | | 34 11.2 | | 29 * 16.1 | | 34 * 18.0 | | 38 * 22.8 | | 36 * 22.8 | | 36 * 17.0 | | | |
| W E K 5 | TOTAL AUDIENCE (Households (000) & %) | | | | | 24,360 32.7 | | | | | | | | | | 21,830 29.3 | | | | | |
| | CBS TV | | | | | Wizard of Oz (8:00-10:00PM)(R) | | (OP) | | Dallas | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,350 22.0 | | 18.3* 31 * | | 22.5* 36 * | | 23.4* 38 * | | 23.7* 38 * | | 17,510 23.5 | | 22.7* 39 * | | 24.3* 46 * | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 36 17.4 | | 31 * 19.3 | | 36 * 22.1 | | 38 * 22.9 | | 38 * 23.6 | | 43 23.8 | | 39 * 22.1 | | 46 * 23.3 | |
| W E K 6 | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,580 23.6 | | 14,900 20.0 | | 12,290 16.5 | | 11,250 15.1 | | 11,470 15.4 | | | | | | | |
| | NBC TV | | | | | Diff'rent Strokes | | Hello, Larry (OP) | | Brothers and Sisters | | Turnabout | | Sweepstakes | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,350 20.6 | | 12,960 17.4 | | 10,800 14.5 | | 9,830 13.2 | | 8,940 12.0 | | 11.7* 20 * | | 12.4* 23 * | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. % | | | | | 35 20.3 | | 28 21.0 | | 23 17.3 | | 21 14.3 | | 22 13.5 | | 22 13.0 | | 23 * 12.5 | | 23 * 12.2 | |
| TV HOUSEHOLDS USING TV WK 1 | | | | | | | | | | | | | | | | | | | | | |
| (See Def. 1) WK 2 | | | | | | | | | | | | | | | | | | | | | |
| 49.8 | 51.4 | 52.7 | 54.3 | 55.4 | 56.2 | 56.6 | 57.4 | 57.3 | 57.3 | 56.9 | 56.7 | 55.0 | 54.8 | 54.2 | 52.8 | | | | | | |
| 52.0 | 53.4 | 54.4 | 55.7 | 56.9 | 59.5 | 61.4 | 61.9 | 61.7 | 62.3 | 61.9 | 62.1 | 59.3 | 55.7 | 54.0 | 51.8 | | | | | | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-11 (1) SPORTS FILL, ABC, (10:22-10:25PM)(SUS.).

EVE. FRI. MAR. 23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 17, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|------------------|--------|--|------|------|------|------|----------------|------|----------------|------|----------------|------|------|------|----------------|-------|-------|-------|-------|
| W E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,550 15.5 | | 11,320 15.2 | | 18,030 24.2 | | | | 15,500 20.8 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 12,290 16.5 | | | | 16,240 21.8 | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,950 24.1 | | | | 13,410 18.0 | | | | 12,520 16.8 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| W E K 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,400 24.7 | | | | 17,280 23.2 | | | | 17,360 23.3 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,360 23.3 | | 13,340 17.9 | | 17,430 23.4 | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 13,340 17.9 | | | | 13,560 18.2 | | | | 13,260 17.8 | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 74,500,000, * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. MAR. 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 18, 1979

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | |
|------------------------|--|--|----------------|-------|------|-------|----------------|-------|----------------|------|----------------|-------|----------------|-------|----------------|-------|-------|-------|-------|-------|
| W E K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 13,930 18.7 | | | | 17,510 23.5 | | | | 27,340 36.7 | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 9,460 12.7 | | | | 13,860 18.6 | | | | 21,160 28.4 | | | | | | | | | |
| | | SHARE OF AUDIENCE % | 21 | 11.6* | | | 13.7* | 18.0* | | | 19.1* | 28.4 | 23.8* | | 27.8* | | 31.0* | | 30.8* | |
| | | AVG. AUD. BY 1/4 HR. % | 11.1 | 20 * | | | 22 * | 28 * | | | 29 * | 46 * | 36 * | | 43 * | | 52 * | | 56 * | |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 25,780 34.6 | | | | | 22,720 30.5 | | 22,420 30.1 | | 19,070 25.6 | | 15,120 20.3 | | 14,680 19.7 | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 21,080 28.3 | | | | | 20,260 27.2 | | 20,790 27.9 | | 17,810 23.9 | | 13,480 18.1 | | 11,100 14.9 | | | | | |
| | SHARE OF AUDIENCE % | 48 | 26.5* | | | 30.0* | 27.2 | | 27.9 | | 23.9 | | 18.1 | | 15.5* | | 15.5* | | 14.3* | |
| | AVG. AUD. BY 1/4 HR. % | 25.0 | 46 * | | | 48 * | 42 | | 27.9 | | 36 | | 28 | | 26 | | 26 * | | 26 * | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 12,670 17.0 | | | | | 16,760 22.5 | | | | | | | | 9,240 12.4 | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 9,160 12.3 | | | | | 11,320 15.2 | | | | | | | | 5,960 8.0 | | | | | |
| | SHARE OF AUDIENCE % | 21 | 11.8* | | | 12.9* | 15.2 | | | | 15.6* | | 15.5* | | 14.3* | | 8.9* | | 7.0* | |
| | AVG. AUD. BY 1/4 HR. % | 11.6 | 21 * | | | 21 * | 23 | | | | 24 * | | 23 * | | 22 * | | 15 * | | 13 * | |
| W E K 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 15,050 20.2 | | | | 31,290 42.0 | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 10,730 14.4 | | | | 20,410 27.4 | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | 24 | 13.1* | | | 15.7* | 27.4 | | | | 27.8* | | 27.9* | | 29.3* | | 30.0* | | 29.3* |
| | | AVG. AUD. BY 1/4 HR. % | 12.5 | 23 * | | | 25 * | 36 * | | | | 41 * | | 40 * | | 44 * | | 48 * | | 51 * |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 25,400 34.1 | | | | | 20,790 27.9 | | 17,880 24.0 | | 18,100 24.3 | | 15,870 21.3 | | 17,730 23.8 | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 21,380 28.7 | | | | | 18,700 25.1 | | 16,760 22.5 | | 17,280 23.2 | | 14,450 19.4 | | 14,230 19.1 | | | | | |
| | SHARE OF AUDIENCE % | 48 | 28.5* | | | 29.0* | 25.1 | | 22.5 | | 23.2 | | 19.4 | | 19.6* | | 19.6* | | 18.5* | |
| | AVG. AUD. BY 1/4 HR. % | 27.4 | 49 * | | | 47 * | 38 | | 22.5 | | 34 | | 29 | | 32 | | 31 * | | 32 * | |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 11,030 14.8 | | | | | 17,730 23.8 | | | | | | | | 10,060 13.5 | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 8,420 11.3 | | | | | 11,550 15.5 | | | | | | | | 6,710 9.0 | | | | | |
| | SHARE OF AUDIENCE % | 19 | 10.6* | | | 11.9* | 14.8* | | | | 16.0* | | 15.6* | | 15.7* | | 10.4* | | 7.6* | |
| | AVG. AUD. BY 1/4 HR. % | 10.3 | 18 * | | | 19 * | 23 | | | | 24 * | | 23 * | | 23 * | | 17 * | | 13 * | |
| TV HOUSEHOLDS USING TV | | WK 1 | 55.3 | 58.6 | 61.1 | 63.0 | 64.6 | 65.3 | 66.1 | 66.6 | 66.0 | 66.4 | 64.4 | 63.5 | 61.1 | 59.0 | 56.7 | | 54.0 | |
| (See Def. 1) | | WK 2 | 56.3 | 59.4 | 61.0 | 62.1 | 64.2 | 66.5 | 66.7 | 67.7 | 69.0 | 69.0 | 67.4 | 66.9 | 63.3 | 61.5 | 58.2 | | 55.8 | |

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 |
|------------------------------------|---|-------------------------------------|-------|------------------------|--------------|-------|--------------|-------|--------------|-------------------------------------|-------------|-------|-------|-------------|------------|-------------|--------------------------|------------|------------|
| W E K 1 | TOTAL AUDIENCE (Households (000) & %) | 6,710 9.0 | | | | | | | | | | | | | | | | | |
| | ABC TV | ABC Weekend Report- Sunday | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,630 8.9 | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 21 8.9 | | | | | | | | | | | | | | | | | |
| 1 | TOTAL AUDIENCE (Households (000) & %) | 4,990 6.7 | | | | | | | | 8,200 11.0 | | | | | | | | | |
| | CBS TV | CBS Sunday News- Bradley | | | | | | | | Late Movie (1) | | | | | (OP) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,920 6.6 | | | | | | | | 5,510 7.4 | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 15 6.6 | | | | | | | | 29 9.4 | 9.0* 8.7 | | | 6.9* 6.8 | 29* 6.1 | 5.7* 5.7 | | 5.5 | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | | | 3,200 4.3 | | | | | | 7,520 10.1 | | | | | | | 2,090 2.8 | | |
| | NBC TV | | | NBC Late Night Movie | | | | | | Tonight Show (1) | | | | | | | Tomorrow Show (1)(OP) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 1,710 2.3 | 2.8* | | 2.3* | | | 4,170 5.6 | | | | | | | 1,420 1.9 | 2.5* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | 12 2.8 | 10* 2.8 | | 11* 2.3 | | | 24 7.9 | 7.6* 7.3 | | | 5.9* 5.6 | 24* 5.3 | | 4.7* 4.4 | 17 2.9 | 18* 2.0 |
| W E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 3,050 4.1 | | | | | | | | | |
| | ABC TV | | | ABC Sunday Night Movie | | | | | | ABC Weekend Report- Sunday | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,050 4.1 | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | 28.9 | 28.7* 58* | 27.3 | 27.0* 68* | 24.3 | 22.5* 69* | 20.8 | 4.1 | | | | | | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | 5,740 7.7 | | | | | | | | 7,900 10.6 | | | | | | | | | |
| | CBS TV | CBS Sunday News- Bradley | | | | | | | | Late Movie (1) | | | | | (OP) | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,510 7.4 | | | | | | | | 5,810 7.8 | | | | | | | | | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | 14 7.4 | | | | | | | | 29 8.5 | 8.3* 27* | | | 7.7* 31* | 7.5 | 6.8 | | | |
| 2 | TOTAL AUDIENCE (Households (000) & %) | | | 3,580 4.8 | | | | | | 8,870 11.9 | | | | | | | 2,530 3.4 | | |
| | NBC TV | | | NBC Late Night Movie | | | | | | Tonight Show (1) | | | | | | | Tomorrow Show (1)(OP) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 1,710 2.3 | 2.5* | | 2.0* | | | 5,290 7.1 | | | | | | | 1,860 2.5 | 2.8* | |
| | SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. % | | | 9 2.7 | 6* 2.3 | | 6* 2.1 | 2.4 | | 27 8.8 | 8.2* 7.7 | | | 6.7* 27* | 6.3 | 5.8 | 7.1 | 20* 2.6 | 1.9 |
| TV HOUSEHOLDS USING TV WK 1 | | 44.8 | 37.4 | 29.6 | 25.7 | 21.8 | 19.1 | 16.9 | 32.5 | 28.9 | 25.4 | 23.3 | 20.7 | 18.2 | 15.8 | 13.3 | 11.8 | | |
| (See Def. 1) WK 2 | | 51.6 | 48.2 | 41.6 | 38.3 | 34.6 | 30.2 | 20.5 | 31.9 | 29.0 | 25.9 | 23.5 | 20.6 | 18.0 | 15.7 | 14.2 | 11.9 | | |

U. S. TV Households: 74,500,000; * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-17 (1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 12-16, 1979

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|---|--|------|------|--------------|--------------|------|--------------|------|--------------|------|------|------|------|--------------|-------|--------------|-------|-------|
| WEEK 1 | TOTAL AUDIENCE (Households (000) & %) | | | | 4,020 5.4 | | | | 3,870 5.2 | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
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| WEEK 2 | TOTAL AUDIENCE (Households (000) & %) | | | 3,050 4.1 | | | 4,470 6.0 | | | | | | | 4,990 6.7 | | 5,740 7.7 | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
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| WEEK 3 | TOTAL AUDIENCE (Households (000) & %) | | | | 4,620 6.2 | | | | 4,920 6.6 | | | | | 3,950 5.3 | | 3,730 5.0 | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
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| WEEK 4 | TOTAL AUDIENCE (Households (000) & %) | | | | 3,650 4.9 | | | | 4,020 5.4 | | | | | | | | | |
| | ABC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | | | | | |
| WEEK 5 | TOTAL AUDIENCE (Households (000) & %) | | | 3,050 4.1 | | | 4,020 5.4 | | | | | | | 4,400 5.9 | | 4,920 6.6 | | |
| | CBS TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| WEEK 6 | TOTAL AUDIENCE (Households (000) & %) | | | | 4,250 5.7 | | | | 4,620 6.2 | | | | | 3,650 4.9 | | 3,580 4.8 | | |
| | NBC TV | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | | 9.4 | 12.3 | 14.2 | 15.4 | 16.5 | 17.8 | 18.2 | 18.8 | 19.6 | 20.2 | 20.3 | 20.8 | 20.7 | 21.2 | 21.1 | 21.6 | |
| WK 2 | | 8.6 | 11.4 | 13.4 | 14.6 | 15.7 | 17.2 | 17.2 | 17.8 | 19.0 | 19.6 | 19.6 | 19.5 | 19.1 | 19.6 | 19.9 | 20.6 | |

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-19 (1) "ABC NEWS SPECIAL REPORT", ABC, TUE., (10:05-10:10AM)(SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. MAR. 19-23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 12-16, 1979

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|-------------|-------------------------------|--|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|------|
| W K 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) { 4,920 6.6 7,750 10.4 4,540 6.1 6,180 8.3 9,010 12.1 7,750 10.4 Happy Days Family Feud \$20,000 Pyramid Ryan's Hope All My Children (1) One Life to Live (S)(OP) AVERAGE AUDIENCE (Households (000) & %) { 4,400 5.9 6,710 9.0 3,870 5.2 5,290 7.1 6,780 9.1 5,960 8.0 7.8* 8.3* SHARE OF AUDIENCE % 27 38 20 26 33 28 28 * 29 * AVG. AUD. BY ¼ HR. % 5.6 6.2 8.7 9.3 5.2 5.3 7.0 7.2 8.6 9.3 9.1 7.7 7.8 8.4 8.3 | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) { 5,890 7.9 4,540 6.1 7,300 9.8 6,330 8.5 8,120 10.9 8,120 10.9 Price is Right 2 Love Of Life (OP) Young & the Restless Search for Tomorrow As The World Turns Guiding Light AVERAGE AUDIENCE (Households (000) & %) { 5,290 7.1 4,100 5.5 6,630 8.9 5,740 7.7 6,180 8.3 7.7* 8.6 8.4* SHARE OF AUDIENCE % 32 23 35 29 30 28 * 29 * AVG. AUD. BY ¼ HR. % 7.0 7.1 5.4 5.6 8.7 9.0 7.6 7.8 7.5 7.9 8.9 8.9 8.4 8.4 | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) { 4,400 5.9 5,070 6.8 3,500 4.7 4,170 5.6 6,780 9.1 5,140 6.9 7,900 10.6 High Rollers Wheel of Fortune (2) Password Plus Hollywood Squares (2) Days Of Our Lives The Doctors Another World— AVERAGE AUDIENCE (Households (000) & %) { 3,870 5.2 4,400 5.9 2,980 4.0 3,500 4.7 4,990 6.7 4,620 6.2 5,510 7.4 6.9* SHARE OF AUDIENCE % 23 25 16 17 24 24 * 25 * AVG. AUD. BY ¼ HR. % 5.1 5.3 5.9 5.9 4.0 4.1 4.5 5.0 6.6 6.5 6.8 6.9 6.1 6.2 6.8 7.0 | | | | | | | | | | | | | | | | |
| | ABC TV | TOTAL AUDIENCE (Households (000) & %) { 4,320 5.8 6,410 8.6 4,320 5.8 5,440 7.3 8,050 10.8 7,230 9.7 Happy Days Family Feud \$20,000 Pyramid Ryan's Hope All My Children (1) One Life to Live AVERAGE AUDIENCE (Households (000) & %) { 3,800 5.1 5,440 7.3 3,650 4.9 4,620 6.2 6,030 8.1 8.0* 8.1* 7.5* SHARE OF AUDIENCE % 25 33 21 25 31 31 * 30 * AVG. AUD. BY ¼ HR. % 4.8 5.4 7.2 7.5 4.8 5.1 6.1 6.3 7.8 8.1 8.3 7.9 7.0 7.2 7.4 7.5 | | | | | | | | | | | | | | | | |
| W K 2 | CBS TV | TOTAL AUDIENCE (Households (000) & %) { 5,360 7.2 4,770 6.4 7,380 9.9 6,560 8.8 8,200 11.0 8,270 11.1 Price is Right 2 Love Of Life (OP) Young & the Restless Search for Tomorrow As The World Turns Guiding Light AVERAGE AUDIENCE (Households (000) & %) { 4,690 6.3 4,320 5.8 6,630 8.9 5,890 7.9 6,410 8.6 8.0* 9.1* 8.5* SHARE OF AUDIENCE % 31 26 37 31 32 30 * 34 * AVG. AUD. BY ¼ HR. % 6.2 6.4 5.7 5.9 8.7 9.1 7.9 7.8 7.7 8.2 9.1 9.1 8.5 8.5 | | | | | | | | | | | | | | | | |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) { 4,320 5.8 4,770 6.4 3,350 4.5 3,650 4.9 6,330 8.5 4,840 6.5 7,520 10.1 High Rollers Wheel of Fortune (2) Password Plus Hollywood Squares (2) Days Of Our Lives The Doctors Another World— AVERAGE AUDIENCE (Households (000) & %) { 3,730 5.0 4,100 5.5 2,910 3.9 3,050 4.1 4,690 6.3 4,400 5.9 5,360 7.2 6.7* SHARE OF AUDIENCE % 25 25 16 16 24 24 * 25 * AVG. AUD. BY ¼ HR. % 4.9 5.1 5.5 5.5 3.8 4.1 3.9 4.3 5.7 6.2 6.5 6.7 5.8 6.0 6.6 6.8 | | | | | | | | | | | | | | | | |
| | TV HOUSEHOLDS USING TV | WK 1 | 21.9 | 22.6 | 23.4 | 24.4 | 25.4 | 26.8 | 27.3 | 27.6 | 26.8 | 27.0 | 27.3 | 28.0 | 28.0 | 28.5 | 29.2 | 30.1 |
| | (See Def. 1) | WK 2 | 20.5 | 21.1 | 21.8 | 22.8 | 23.9 | 24.8 | 25.6 | 25.6 | 24.8 | 25.6 | 26.1 | 26.6 | 26.5 | 27.4 | 27.5 | 28.1 |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 12-16, 1979

| | | TIME | | | | | | | | | | | | | | | | | | | DAY MON.-FRI. MAR. 12-16, 1979 | |
|---|---|------|---|------|---------------|------|--------------|------|------|------|------|------|------|------|------|------|----------------|------|--|--|--------------------------------|--|
| | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | | | | |
| WEEK 1 | ABC TV | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | 8,420 11.3 | | | | 4,920 6.6 | | | | | | | | | | 9,240 12.4 | | | | | |
| | | | General Hospital Edge of Night ABC World News Tonight | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 6,330 | | | | 4,250 | | | | | | | | | | 7,970 | | | | | |
| | | 8.5 | | 8.1* | | 8.9* | | 5.7 | | | | | | | | 10.7 | | | | | | |
| | | 27 | | 27 * | | 28 * | | 18 | | | | | | | | 20 | | | | | | |
| | | 8.0 | | 8.2 | | 8.7 | | 5.8 | | 5.6 | | | | | | 10.4 | | 11.1 | | | | |
| WEEK 1 | CBS TV | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | 7,670 10.3 | | 4,540 6.1 | | | | | | | | | | 12,520 16.8 | | | | | |
| | | | Guiding Light M*A*S*H Match Game 79 CBS Evening News with Walter Cronkite | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | 6,480 | | 3,800 | | | | | | | | | | 11,180 | | | | | |
| | | | | 8.7* | | 8.7 | | 5.1 | | | | | | | | 15.0 | | | | | | |
| | | | | 29 * | | 27 | | 16 | | | | | | | | 29 | | | | | | |
| | | 8.7 | | 8.7 | | 8.5 | | 8.9 | | 5.0 | | 5.3 | | | | 14.7 | | 15.3 | | | | |
| WEEK 1 | NBC TV | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 10,280 13.8 | | | | | |
| | | | Another World (1) NBC Nightly News | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 9,010 | | | | | |
| | | | | 7.5* | | 7.9* | | | | | | | | | | 12.1 | | | | | | |
| | | | | 25 * | | 25 * | | | | | | | | | | 23 | | | | | | |
| | | 7.3 | | 7.7 | | 8.0 | | 7.9 | | | | | | | | 11.8 | | 12.4 | | | | |
| WEEK 2 | ABC TV | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | 8,120 10.9 | | | | 4,690 6.3 | | | | | | | | | | 8,720 11.7 | | | | | |
| | | | General Hospital Edge of Night Special (OP) ABC World News Tonight | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 5,960 | | | | 4,020 | | | | | | | | | | 7,520 | | | | | |
| | | 8.0 | | 7.7* | | 8.3* | | 5.4 | | | | | | | | 10.1 | | | | | | |
| | | 27 | | 27 * | | 28 * | | 18 | | | | | | | | 20 | | | | | | |
| | | 7.6 | | 7.8 | | 8.2 | | 8.3 | | 5.4 | | | | | | 9.7 | | 10.5 | | | | |
| WEEK 2 | CBS TV | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | 7,450 10.0 | | 4,540 6.1 | | | | | | | | | | 13,040 17.5 | | | | | |
| | | | Guiding Light M*A*S*H Match Game 79 CBS Evening News with Walter Cronkite | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | 6,180 | | 3,870 | | | | | | | | | | 11,400 | | | | | |
| | | | | 8.5* | | 8.3 | | 5.2 | | | | | | | | 15.3 | | | | | | |
| | | | | 30 * | | 28 | | 17 | | | | | | | | 31 | | | | | | |
| | | 8.6 | | 8.3 | | 7.9 | | 8.6 | | 5.1 | | 5.3 | | | | 15.0 | | 15.6 | | | | |
| WEEK 2 | NBC TV | | | | | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 9,910 13.3 | | | | | |
| | | | Another World (1) Special (OP) NBC Nightly News | | | | | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | 8,720 | | | | | |
| | | | | 7.2* | | 7.7* | | | | | | | | | | 11.7 | | | | | | |
| | | | | 25 * | | 26 * | | | | | | | | | | 23 | | | | | | |
| | | 7.0 | | 7.4 | | 7.9 | | 7.5 | | | | | | | | 11.5 | | 12.0 | | | | |
| TV HOUSEHOLDS USING TV WK 1 | | | | | | | | | | | | | | | | | | | | | | |
| (See Def. 1) WK 2 | | | | | | | | | | | | | | | | | | | | | | |
| 30.6 31.9 32.3 33.1 32.3 33.4 33.7 35.4 36.7 39.0 40.6 43.4 47.5 49.7 51.2 53.5 | | | | | | | | | | | | | | | | | | | | | | |
| 28.6 29.6 30.3 30.7 29.7 30.4 31.1 32.8 34.5 36.4 37.7 40.7 44.6 47.3 49.2 52.0 | | | | | | | | | | | | | | | | | | | | | | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 17, 1979

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 |
|---|------|------|------|------|--------------|------|--------------|------|--------------|------|---------------|------|---------------|-------|--------------|-------|-------|
| W | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,870 5.2 | | 5,290 7.1 | | 6,330 8.5 | | 5,810 7.8 | | 6,180 8.3 | | 6,260 8.4 | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 4,400 5.9 | | 5,360 7.2 | | 7,230 9.7 | | 8,720 11.7 | | 8,490 11.4 | | 7,080 9.5 | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| K | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,650 4.9 | | 4,250 5.7 | | 4,770 6.4 | | 4,250 5.7 | | 4,690 6.3 | | 5,590 7.5 | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | |
|---|-----|-----|------|------|--------------|------|--------------|------|---------------|------|---------------|------|---------------|------|--------------|------|--|
| W | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,580 4.8 | | 5,070 6.8 | | 6,110 8.2 | | 6,710 9.0 | | 6,710 9.0 | | 7,230 9.7 | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 4,100 5.5 | | 5,960 8.0 | | 8,720 11.7 | | 9,760 13.1 | | 9,460 12.7 | | 6,560 8.8 | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| K | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,950 5.3 | | 4,840 6.5 | | 4,990 6.7 | | 4,540 6.1 | | 4,920 6.6 | | 5,810 7.8 | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 | 7.0 | 8.1 | 10.5 | 13.1 | 15.5 | 17.6 | 19.3 | 20.7 | 22.3 | 23.7 | 24.7 | 24.5 | 24.1 | 24.6 | 25.0 | 25.6 | |
| (See Def. 1) WK 2 | 5.8 | 7.4 | 9.3 | 11.9 | 14.0 | 17.3 | 19.0 | 21.2 | 22.8 | 24.3 | 25.0 | 24.8 | 25.6 | 25.8 | 25.5 | 25.9 | |

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 17, 1979

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|---|--------------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|------|--------------|------|----------------|------|------|--------------|------|
| TOTAL AUDIENCE (Households (000) & %) | 4,840 6.5 | | 5,290 7.1 | | 4,990 6.7 | | 6,180 8.3 | | | | | | | | | 5,510 7.4 | |
| ABC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,100 5.5 | | 4,400 5.9 | | 3,950 5.3 | | 3,800 5.1 | | | | | | | | | 3,050 4.1 | 4.0* |
| SHARE OF AUDIENCE % | 23 | | 24 | | 22 | | 20 | | 4.5* | | | 5.6* | | | | 14 | 14* |
| AVG. AUD. BY 1/4 HR. % | 5.3 | 5.7 | 5.9 | 6.0 | 4.9 | 5.6 | 4.4 | 4.6 | 5.6 | 5.7 | | | | | | 3.9 | 4.2 |
| TOTAL AUDIENCE (Households (000) & %) | 6,630 8.9 | | 5,360 7.2 | | 5,070 6.8 | | 5,290 7.1 | | 3,280 4.4 | | 4,170 5.6 | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,070 6.8 | | 4,840 6.5 | | 4,020 5.4 | | 4,250 5.7 | | 2,680 3.6 | | 3,200 4.3 | | | | | | |
| SHARE OF AUDIENCE % | 27 | | 25 | | 22 | | 22 | | 14 | | 17 | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 7.5 | 6.1 | 6.3 | 6.6 | 5.6 | 5.2 | 5.5 | 6.0 | 3.6 | 3.6 | 4.1 | 4.6 | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,810 7.8 | | 5,890 7.9 | | 4,400 5.9 | | 3,280 4.4 | | | | | | 13,560 18.2 | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,990 6.7 | | 4,770 6.4 | | 3,730 5.0 | | 2,830 3.8 | | | | | | 7,970 10.7 | | | | |
| SHARE OF AUDIENCE % | 28 | | 26 | | 20 | | 15 | | | | | | 37 | 8.4* | | 10.3* | 37* |
| AVG. AUD. BY 1/4 HR. % | 6.7 | 6.8 | 6.4 | 6.3 | 5.0 | 5.0 | 3.6 | 3.9 | | | | | 7.5 | 9.3 | 10.4 | 10.2 | |
| TOTAL AUDIENCE (Households (000) & %) | 5,960 8.0 | | 6,030 8.1 | | 5,360 7.2 | | 7,450 10.0 | | | | | | | | | 6,710 9.0 | |
| ABC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,070 6.8 | | 4,990 6.7 | | 4,470 6.0 | | 4,400 5.9 | | | | | | | | | 3,730 5.0 | 4.3* |
| SHARE OF AUDIENCE % | 27 | | 26 | | 24 | | 22 | | 5.6* | | 6.1* | | | | | 15 | 13* |
| AVG. AUD. BY 1/4 HR. % | 6.7 | 6.9 | 6.9 | 6.4 | 5.9 | 6.1 | 5.3 | 6.0 | 6.1 | 6.2 | | | | | | 4.3 | 4.3 |
| TOTAL AUDIENCE (Households (000) & %) | 6,410 8.6 | | 6,110 8.2 | | 4,770 6.4 | | 5,960 8.0 | | 4,690 6.3 | | 4,920 6.6 | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,360 7.2 | | 5,220 7.0 | | 4,020 5.4 | | 5,140 6.9 | | 3,950 5.3 | | 4,020 5.4 | | | | | | |
| SHARE OF AUDIENCE % | 27 | | 27 | | 20 | | 24 | | 19 | | 19 | | | | | | |
| AVG. AUD. BY 1/4 HR. % | 7.5 | 6.8 | 7.1 | 6.9 | 5.2 | 5.5 | 6.9 | 7.0 | 5.0 | 5.6 | 5.5 | 5.3 | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 7,080 9.5 | | 6,630 8.9 | | 5,810 7.8 | | 4,540 6.1 | | | | | | 16,460 22.1 | | | | |
| NBC TV | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,180 8.3 | | 5,740 7.7 | | 5,140 6.9 | | 3,730 5.0 | | | | | | 8,940 12.0 | | | 10.9* | |
| SHARE OF AUDIENCE % | 32 | | 30 | | 27 | | 18 | | | | | | 35 | | | 35* | |
| AVG. AUD. BY 1/4 HR. % | 8.0 | 8.6 | 7.6 | 7.7 | 6.9 | 6.9 | 5.1 | 4.8 | | | | | 10.5 | | | 11.3 | |
| TV HOUSEHOLDS USING TV | WK 1 | 25.5 | 25.6 | 25.5 | 25.7 | 23.9 | 24.3 | 25.3 | 25.7 | 25.5 | 25.6 | 25.2 | 26.4 | 26.4 | 27.7 | 28.5 | 29.2 |
| (See Def. 1) | WK 2 | 26.4 | 26.6 | 26.4 | 26.5 | 26.6 | 26.3 | 27.4 | 29.0 | 27.4 | 27.8 | 28.3 | 29.8 | 29.5 | 30.2 | 32.1 | 32.5 |

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 17, 1979

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 |
|--|------|------|---------------|------|----------------|-------|------|-------|----------------|-------|-------|-------|-------|------|------|---------------|------|
| ABC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 9,690 13.0 | | | | | | 15,350 20.6 | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 5,740 | | | | | | 8,200 | | | | | | | | |
| SHARE OF AUDIENCE % | | | 4.3* | 7.7 | 6.4* | | 8.2* | | 25 * | 11.0 | 10.5* | | 10.7* | | | 11.7* | |
| AVG. AUD. BY 1/4 HR. % | 4.0 | 4.5 | 6.1 | 6.8 | 7.9 | 8.4 | 8.7 | 8.5 | 10.3 | 10.8 | 10.8 | 10.7 | 11.3 | | | 12.2 | |
| CBS TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 3,730 5.0 | | | | 5,440 7.3 | | | | | | | 9,090 12.2 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,160 | | | | 2,680 | | | | | | | 7,670 | |
| SHARE OF AUDIENCE % | | | | | 2.9 | 3.4* | | 2.4* | 3.6 | 2.9* | | 4.2* | | | | 10.3 | |
| AVG. AUD. BY 1/4 HR. % | | | | | 9 | 10 * | | 7 * | 10 | 8 * | | 11 * | | | | 22 | |
| NBC TV | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 15,720 21.1 | | | | | | | | | | | 6,710 9.0 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,870 | | | | | | | | | | | 6,030 | |
| SHARE OF AUDIENCE % | | | | | 11.0* | 13.1* | | 10.5* | 10.8* | 11.9* | | 13.8* | | | | 8.1 | |
| AVG. AUD. BY 1/4 HR. % | 10.5 | 11.4 | 12.7 | 13.5 | 10.6 | 10.4 | 10.7 | 10.9 | 10.9 | 12.9 | 13.3 | 14.2 | 15.5 | | | 8.0 | 8.1 |

| | | | | | | | | | | | | | | | | | |
|--|--|--|--|--------------------|--|--------------------|--|----------------|--|--------------------------|--|--------------|--|------------|--|------------------------|--|
| | | TOTAL AUDIENCE (Households (000) & %) | | 11,400 15.3 | | | | 14,300 19.2 | | | | | | | | | |
| | | ABC TV | | American Sportsman | | Pro Bowlers Tour | | | | ABC Wide World of Sports | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | 5.6* 17 * | | 6,480 8.7 24 | | 7.8* 22 * | | 8.8* 24 * | | 9.4* 24 * | | 10.7 24 | | 7,970 10.9* 26 * | |
| | | SHARE OF AUDIENCE % | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | AVG. AUD. BY 1/4 HR. % | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | 9.3 | |
| | | | | 5.4 | | 5.9 | | 7.5 | | 8.2 | | 8.5 | | 9.0 | | | |

U.S. TV Households: 74,500,000. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN, MAR, 25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 18, 1979

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|-------------|--|----------------------------|-------|--|-------|--------------------|-------|------------------------|-------|-------------|------|----------------------------|------|--|------|--------------|------|-------|
| W K 1 | TOTAL AUDIENCE (Households (000) & %) | 2,980 4.0 | | 2,830 3.8 | | 2,830 3.8 | | | | | | | | 9,830 13.2 | | | | |
| | ABC TV | Kids Are People Too III | | Animals, Animals, Animals ^(OP) | | Issues And Answers | | Directions (SUS.) | | | | | | Superstars | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,530 3.4 | | 2,380 3.2 | | 2,240 3.0 | | | | | | | | 6,180 8.3 | | 7.2* 23 * | | 8.5* |
| | SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. % | 16 3.6 | | 15 3.0 | | 13 3.2 | | 2.9 | | | | | | 25 6.4 | | 8.0 | | 25 * |
| E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | 2,910 3.9 | | | | 3,200 4.3 | | | | 5,290 7.1 | | | | | | |
| | CBS TV | | | Face the Nation | | | | Challenge of the Sexes | | | | NBA Basketball Game | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,240 3.0 | | | | 2,460 3.3 | | 3.2* 12 | | 2,010 2.7 | | SAN ANTONIO VS. MILWAUKEE & NEW JERSEY VS. SAN DIEGO (1:45-4:00PM) | | 3.0* 10 * | | 2.4* |
| | SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. % | | | 15 3.0 | | 2.9 | | 3.1 3.1 | | 3.2* 3.3 | | 3.6 3.5 | | 3.2 | | 2.7 | | 2.2 |
| E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,050 4.1 | | 13,340 17.9 | | | | | | | | | | |
| | NBC TV | | | | | Meet the Press | | | | | | NCAA Championship Series-1 | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,460 3.3 | | 6,330 8.5 | | 6.7* 29 | | 7.8* 28 * | | | | 8.5* 28 * | | 10.7* |
| | SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. % | | | | | 3.3 3.3 | | 6.3 7.0 | | 3.3 7.6 | | 8.0 | | 7.9 | | 9.1 | | 11.3 |

| | | | | | | | | | | | | | | | | | | |
|--|--|----------------------------|------|--|------|--------------------|------|------------------------|------|--------------|------|-----------------------------------|------|--|------|--------------|------|------|
| W K 2 | TOTAL AUDIENCE (Households (000) & %) | 3,500 4.7 | | 2,160 2.9 | | 3,200 4.3 | | | | | | 8,640 11.6 | | | | | | |
| | ABC TV | Kids Are People Too III | | Animals, Animals, Animals ^(OP) | | Issues And Answers | | Directions (SUS.) | | | | International Championship Boxing | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,050 4.1 | | 1,710 2.3 | | 2,460 3.3 | | | | | | 5,220 7.0 | | 5.9* 19 * | | 7.3* 23 * | | |
| | SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. % | 19 4.2 | | 10 2.2 | | 14 3.5 | | 3.1 | | | | 5.5 6.4 | | 7.1 | | 7.6 | | |
| E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | 3,280 4.4 | | | | 4,020 5.4 | | | | 8,050 10.8 | | | | | | |
| | CBS TV | | | Face the Nation | | | | Challenge of the Sexes | | | | NBA Basketball Game | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,460 3.3 | | | | 2,680 3.6 | | 3.3* 13 * | | 3,650 4.9 | | LOS ANGELES VS. DENVER & KANSAS CITY VS. SEATTLE (1:45-4:00PM) | | 4.7* 16 * | | 4.6* |
| | SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. % | | | 15 3.3 | | 3.4 | | 2.8 3.8 | | 4.1 | | 4.9 | | 4.8 | | 4.5 | | 4.4 |
| E K 2 | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,950 5.3 | | | | | | | | | | | | |
| | NBC TV | | | | | Meet the Press | | | | | | Religious Series | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,280 4.4 | | | | | | | | | | | | |
| | SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. % | | | | | 19 4.3 | | 4.4 | | | | | | | | | | |
| TV HOUSEHOLDS USING TV WK 1 (See Def. 1) | | 21.6 | 21.5 | 21.2 | 22.2 | 22.5 | 23.1 | 23.0 | 24.2 | 25.9 | 27.7 | 28.6 | 29.9 | 30.5 | 32.0 | 33.1 | 34.9 | |
| WK 2 | | 21.7 | 22.3 | 23.1 | 23.8 | 23.5 | 23.7 | 23.9 | 25.0 | 27.1 | 28.3 | 28.7 | 30.2 | 30.5 | 30.8 | 30.9 | 31.6 | |

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 18, 1979

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 |
|--|--|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
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| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| CBS TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| NBC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR. % | | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| ABC TV | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |

U. S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NCAA CHAMPIONSHIP SERIES-1", NBC, (1:00-3:07PM), FOR REMAINING RATINGS, SEE OP PAGES.
(2) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | WEEK 2 | | | | | | | | |
|-------------------|---------------|------------------------------|---------|--------------|------------------|------|------------------|--------|---------------------|----------------|------------------|------------------|---------|---------------------|-----|-----|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | AVG. AUD. BY 1/4 HR | | |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | SHARE % | % | | |
| EVENING MONDAY | | | | | | | | | | | | | | | | |
| ABC | 11.30-12.35AM | POLICE STORY-MON. | | 11.30 | 7,150 | 9.6 | 4,770 | 6.4 | 26 | 7.3 | 5,140 | 6.9 | 3,280 | 4.4 | 18 | 5.9 |
| | 11.30-12.36AM | | | 11.45 | | | | 7.1* | 25* | 7.0 | | | | 5.3* | 19* | 4.8 |
| | | | | 12.00 | | | | | | 5.9 | | | | | | 4.2 |
| | | | | 12.15 | | | | 5.9* | 27* | 5.9 | | | | 3.9* | 17* | 3.5 |
| | | | | 12.30 | | | | | | 5.4 | | | | | | 2.8 |
| NBC | 11.30-12.00MD | MIDEAST PEACE BID(S) | | 11.30 | 6,930 | 9.3 | 5,590 | 7.5 | 26 | 8.5 | | | | | | |
| | | | | 11.45 | | | | | | 6.4 | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | |
| ABC | 11.30-12.00MD | MIDEAST:CARTER GAMBLE-TUE(S) | | 11.30 | 7,750 | 10.4 | 6,180 | 8.3 | 29 | 9.6 | | | | | | |
| | | | | 11.45 | | | | | | 7.0 | | | | | | |
| ABC | 12.00-12.47AM | TUESDAY MOVIE OF THE WEEK | | 11.30 | | | | | | | 7,820 | 10.5 | 5,220 | 7.0 | 27 | 7.8 |
| | 11.30-12.41AM | | | 11.45 | | | | | | | | | | 7.8* | 27* | 7.7 |
| | | | | 12.00 | 4,690 | 6.3 | 3,280 | 4.4 | 22 | 5.1 | | | | | | 6.8 |
| | | | | 12.15 | | | | 4.8* | 21* | 4.4 | | | | 6.5* | 27* | 6.2 |
| | | | | 12.30 | | | | | | | | | | | | 6.0 |
| | | | | 12.45 | | | | | | 3.8 | | | | | | |
| | | | | 1.00 | | | | | | 4.0 | | | | | | |
| ABC | 1.10- 2.18AM | TUESDAY MOVIE-WEEK PART 2 | | 12.30 | | | | | | | 4,690 | 6.3 | 4,100 | 5.5 | 34 | 5.7 |
| | 12.41- 1.25AM | | | 12.45 | | | | | | | | | | | | 5.7 |
| | | | | | | | | | | | | | | | | |
| | | | | 1.00 | 2,910 | 3.9 | 2,460 | 3.3 | 30 | 3.9 | | | | | | 5.4 |
| | | | | 1.15 | | | | 3.6* | 28* | 3.5 | | | | 5.4* | 36* | 5.2 |
| | | | | 1.30 | | | | | | 3.3 | | | | | | |
| | | | | 1.45 | | | | 3.3* | 31* | 3.2 | | | | | | |
| | | | | 2.00 | | | | | | 3.0 | | | | | | |
| | | | | 2.15 | | | | | | 2.8 | | | | | | |
| NBC | 11.30-12.00MD | NBC NEWS:MIDDLE EAST(S) | | 11.30 | 5,140 | 6.9 | 4,170 | 5.6 | 19 | 6.2 | | | | | | |
| | | | | 11.45 | | | | | | 5.0 | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | |
| ABC | 11.30-12.37AM | POLICE WOMAN | | 11.30 | 8,340 | 11.2 | 5,740 | 7.7 | 30 | 9.4 | 5,890 | 7.9 | 4,020 | 5.4 | 21 | 6.2 |
| | | | | 11.45 | | | | 8.9* | 30* | 8.4 | | | | 5.9* | 20* | 5.6 |
| | | | | 12.00 | | | | | | 7.3 | | | | | | 5.3 |
| | | | | 12.15 | | | | 7.0* | 30* | 6.7 | | | | 5.0* | 21* | 4.8 |
| | | | | 12.30 | | | | | | 6.0 | | | | | | 4.6 |
| ABC | 12.37- 1.21AM | MANNIX-WED. | | 12.30 | 3,870 | 5.2 | 3,130 | 4.2 | 27 | 4.7 | 3,730 | 5.0 | 2,980 | 4.0 | 25 | 4.1 |
| | 12.37- 1.25AM | | | 12.45 | | | | 4.4* | 25* | 4.2 | | | | 4.1* | 23* | 4.1 |
| | | | | 1.00 | | | | | | 4.1 | | | | | | 3.9 |
| | | | | 1.15 | | | | 4.0* | 29* | 3.8 | | | | 3.9* | 28* | 3.9 |
| CBS | 11.30-12.00MD | YOUR TURN: LTRS-CBS NEWS(S) | | 11.30 | 6,560 | 8.8 | 4,990 | 6.7 | 23 | 7.7 | | | | | | |
| | | | | 11.45 | | | | | | 5.8 | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | |
| ABC | 11.30-12.40AM | STARSKY AND HUTCH-11:30 | | 11.30 | 7,450 | 10.0 | 5,140 | 6.9 | 26 | 7.3 | 7,230 | 9.7 | 5,360 | 7.2 | 27 | 7.3 |
| | 11.30-12.37AM | | | 11.45 | | | | 7.2* | 23* | 7.0 | | | | 7.4* | 25* | 7.4 |
| | | | | 12.00 | | | | | | 6.9 | | | | | | 7.2 |
| | | | | 12.15 | | | | 6.8* | 28* | 6.6 | | | | 7.3* | 31* | 7.5 |
| | | | | 12.30 | | | | | | 6.2 | | | | | | 6.3 |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | | WEEK 1 | | | | WEEK 2 | | | | | | | |
|-------------------------|---------|---------------|---------------------------|--------------|------------------|------|------------------|------|---------|---------------------|------------------|------|------------------|------|---------|---------------------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | |
| EVENING THURSDAY CONT'D | | | | | | | | | | | | | | | | |
| | ABC | 12.40- | 1.20AM MANNIX-THURS. | 12.30 | 4,250 | 5.7 | 3,650 | 4.9 | 29 | 5.3 | 4,470 | 6.0 | 3,350 | 4.5 | 28 | 4.9 |
| | | 12.37- | 1.22AM | 12.45 | | | | 5.1* | 27* | 5.0 | | | | 4.6* | 26* | 4.4 |
| | | | | 1.00 | | | | | | 4.9 | | | | | | 4.4 |
| | | | | 1.15 | | | | 4.8* | 32* | 4.6 | | | | 4.3* | 30* | 4.2 |
| EVENING FRIDAY | | | | | | | | | | | | | | | | |
| | ABC | 11.30- | 12.35AM BARETTA-11:30PM | 11.30 | 7,080 | 9.5 | 4,840 | 6.5 | 21 | 7.1 | 6,480 | 8.7 | 4,770 | 6.4 | 20 | 6.5 |
| | | | | 11.45 | | | | 6.7* | 19* | 6.3 | | | | 6.5* | 19* | 6.5 |
| | | | | 12.00 | | | | | | 6.2 | | | | | | 6.4 |
| | | | | 12.15 | | | | 6.3* | 22* | 6.4 | | | | 6.4* | 22* | 6.4 |
| | | | | 12.30 | | | | | | 6.3 | | | | | | 6.1 |
| | NBC | 1.00- | 2.30AM MIDNIGHT SPECIAL | 1.00 | 4,470 | 6.0 | 2,680 | 3.6 | 26 | 4.2 | 5,660 | 7.6 | 3,130 | 4.2 | 28 | 5.8 |
| | | | | 1.15 | | | | 4.0* | 22* | 3.9 | | | | 5.5* | 28* | 5.1 |
| | | | | 1.30 | | | | | | 3.7 | | | | | | 4.1 |
| | | | | 1.45 | | | | 3.7* | 28* | 3.6 | | | | 4.0* | 27* | 3.8 |
| | | | | 2.00 | | | | | | 3.5 | | | | | | 3.3 |
| | | | | 2.15 | | | | 3.2* | 30* | 2.8 | | | | 3.1* | 28* | 2.9 |
| EVENING SATURDAY | | | | | | | | | | | | | | | | |
| | ABC | 9.58- | 9.59PM ABC NEWSBRIEF-SAT. | 9.45 | 13,860 | 18.6 | 13,860 | 18.6 | 34 | 18.6 | 13,930 | 18.7 | 13,930 | 18.7 | 32 | 18.7 |

| | | | | | | | | | | | | | |
|---|----------|---------------------------|------|--------|-------|-----|------|---------------------------|------|--------|-------|-----|------|
| ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT. | 11.00 | 4,250 | 5.7 | 4,320 | 5.8 | 13 | 5.8 | 6,330 | 8.5 | 6,110 | 8.2 | 17 | 8.2 |
| CBS 8.58- 8.59PM NEWSBREAK-SAT. | 8.45 | 8,720 | 11.7 | 8,720 | 11.7 | 21 | 11.7 | 9,760 | 13.1 | 9,760 | 13.1 | 24 | 13.1 |
| NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT. | 8.45 | 13,110 | 17.6 | 13,110 | 17.6 | 32 | 17.6 | 10,060 | 13.5 | 10,060 | 13.5 | 25 | 13.5 |
| NBC 11.30-12.50AM SATURDAY NIGHT | 11.30 | 14,900 | 20.0 | 9,690 | 13.0 | 43 | 14.4 | 13,710 | 18.4 | 9,310 | 12.5 | 37 | 13.3 |
| 11.30-12.47AM | 11.45 | | | | 14.1* | 40* | 13.8 | | | | 13.5* | 35* | 13.7 |
| | 12.00 | | | | | | 12.9 | | | | | | 12.8 |
| | 12.15 | | | | 12.8* | 43* | 12.7 | | | | 12.4* | 38* | 12.0 |
| | 12.30 | | | | | | 12.0 | | | | | | 11.0 |
| | 12.45 | | | | 11.7* | 46* | 10.7 | | | | | | 9.9 |
| EVENING SUNDAY | | | | | | | | | | | | | |
| ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN. | 7.45 | | | | | | | 13,260 | 17.8 | 13,260 | 17.8 | 29 | 17.8 |
| 7.58- 7.59PM | 8.45 | 14,680 | 19.7 | 14,680 | 19.7 | 30 | 19.7 | | | | | | |
| CBS 8.58- 8.59PM NEWSBREAK-SUN. | 8.45 | 18,550 | 24.9 | 18,550 | 24.9 | 37 | 24.9 | 14,300 | 19.2 | 14,300 | 19.2 | 28 | 19.2 |
| NBC 8.57- 8.58PM NBC NEWS UPDATE-SUN. | 8.45 | 11,180 | 15.0 | 11,180 | 15.0 | 23 | 15.0 | | | | | | |
| 9.06- 9.07PM | 9.00 | | | | | | | 11,100 | 14.9 | 11,100 | 14.9 | 22 | 14.9 |
| NBC 11.30- 1.37AM NBC LATE NIGHT MOVIE | 12.45 | FOR RTGS SEE PAGE A-16 | | | 2.0* | 12* | 1.9 | FOR RTGS SEE PAGE A-17 | | | 2.4* | 13* | 2.4 |
| 11.30- 1.35AM | 1.00 | | | | | | 1.9 | | | | | | 2.5 |
| | 1.15 | | | | 2.0* | 15* | 2.2 | | | | 2.5* | 19* | 2.5 |
| | 1.30 | | | | | | 1.9 | | | | | | 2.0 |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | |
| ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F | M-F 8.15 | | | | | | | 13,190 | 17.7 | 13,190 | 17.7 | 28 | 12.4 |
| | 8.45 | 15,350 | 20.6 | 15,350 | 20.6 | 33 | 15.0 | | | | | | 13.9 |
| | 9.45 | | | | | | 24.3 | | | | | | 20.8 |
| CBS 8.58- 8.59PM NEWSBREAK-M-F | M-F 8.45 | 10,210 | 13.7 | 10,210 | 13.7 | 21 | 13.7 | 12,370 | 16.6 | 12,070 | 16.2 | 26 | 13.7 |
| CONT'D | | | | | | | | | | | | | |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| | | | | WEEK 1 | | | | | WEEK 2 | | | | | | | | |
|------------------------------|---------|---------------|-----------------------------------|--------------|------------------|------------------------|------------------|--------|---------|---------------------|------------------|--------|------------------|--------|---------|---------------------|------|
| DAY | NETWORK | TIME (N.Y.T.) | PROGRAM | QUARTER HOUR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR | |
| | | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | % | |
| EVENING MONDAY-FRIDAY CONT'D | | | | | | | | | | | | | | | | | |
| CBS | | 8.58- | 8.59PM NEWSBREAK-M-F-CONT'D | | | | | | | | | | | | | | |
| | | | | 9.00 | | | | | | | | | | | | 21.4 | |
| | | | | 9.15 | | | | | | | | | | | | 19.4 | |
| | | | | 9.45 | | | | | | | | | | | | 14.5 | |
| CBS | | 12.42- | 1.24AM LATE MOVIE II | | | | | | | | | | | | | | |
| | | 12.40- | 1.24AM | M-F | 12.00 | 4,100 | 5.5 | 3,350 | 4.5 | 30 | 6.6 | 4,540 | 6.1 | 3,800 | 5.1 | 29 | 6.7 |
| | | | | | 12.15 | | | | 6.2* | 26* | 6.0 | | | | 6.2* | 26* | 6.0 |
| | | | | | 12.30 | | | | | | 5.6 | | | | | | 5.3 |
| | | | | | 12.45 | | | | 5.3* | 28* | 5.4 | | | | 5.5* | 32* | 5.1 |
| | | | | | 1.00 | | | | | | 4.7 | | | | | | 4.9 |
| | | | | | 1.15 | | | | 5.1* | 38* | 4.0 | | | | 4.8* | 31* | 4.7 |
| | | | | | 1.30 | | | | | | 3.3 | | | | | | |
| | | | | | 1.45 | | | | 3.7* | 36* | 3.3 | | | | | | |
| NBC | | 8.58- | 8.59PM NBC NEWS UPDATE-M-F | M-F | 8.45 | 10,280 | 13.8 | 10,280 | 13.8 | 21 | 13.8 | 10,280 | 13.8 | 10,280 | 13.8 | 21 | 13.8 |
| NBC | | 12.00- | 1.15AM TONIGHT SHOW | M-F | 1.00 | FOR RTGS SEE PAGE A-16 | | | | | 3.5 | | | | | | |
| | | | | | 1.15 | | | | 2.8* | 21* | 2.5 | | | | | | |
| | | | | | 1.30 | | | | | | 2.1 | | | | | | |
| NBC | | 1.00- | 1.45AM TOMORROW SHOW | M-TH | 1.45 | FOR RTGS SEE PAGE A-16 | | | 2.0* | 18* | 1.8 | | | | | | |
| | | | | | 2.00 | | | | | | 1.7 | | | | | | |
| | | | | | 2.15 | | | | 1.6* | 18* | 1.5 | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | 2.30 | | | | | 1.2 | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC | | 2.33- | 2.43PM ABC SPECIAL REPORT(S) | TUE. | 2.30 | 6,630 | 8.9 | 6,560 | 8.8 | 31 | 8.8 | | | | | | |
| ABC | | 4.30- | 5.30PM ABC AFTERSCHOOL SPECIAL(S) | WED. | 4.30 | | | | | | | 6,630 | 8.9 | 4,320 | 5.8 | 18 | 5.3 |
| | | | | | 4.45 | | | | | | | | | | 5.4* | 18* | 5.5 |
| | | | | | 5.00 | | | | | | | | | | | | 6.2 |
| | | | | | 5.15 | | | | | | | | | | 6.2* | 18* | 6.1 |
| CBS | | 11.54- | 12.00NN CBS MID-DAY NEWS-EDWARDS | M-F | 11.45 | 4,770 | 6.4 | 4,100 | 5.5 | 23 | 5.5 | 4,770 | 6.4 | 4,170 | 5.6 | 25 | 5.6 |
| NBC | | 4.00- | 5.00PM SPECIAL TREAT(S) | TUE. | 4.00 | | | | | | | 8,570 | 11.5 | 5,360 | 7.2 | 21 | 7.0 |
| | | | | | 4.15 | | | | | | | | | | 6.8* | 21* | 6.7 |
| | | | | | 4.30 | | | | | | | | | | | | 7.4 |
| | | | | | 4.45 | | | | | | | | | | 7.7* | 22* | 8.0 |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC | | 8.26- | 8.30AM SCHOOLHOUSE ROCK-8.26AM | | 8.15 | 3,950 | 5.3 | 3,430 | 4.6 | 28 | 4.6 | 3,800 | 5.1 | 3,200 | 4.3 | 27 | 4.3 |
| ABC | | 9.26- | 9.30AM SCHOOLHOUSE ROCK-9.26AM | | 9.15 | 4,920 | 6.6 | 4,470 | 6.0 | 25 | 6.0 | 4,920 | 6.6 | 4,470 | 6.0 | 25 | 6.0 |
| ABC | | 10.56- | 10.59AM SCHOOLHOUSE ROCK-10.56AM | | 10.45 | 4,690 | 6.3 | 4,540 | 6.1 | 24 | 6.1 | 6,260 | 8.4 | 5,960 | 8.0 | 30 | 8.0 |
| ABC | | 11.26- | 11.29AM SCHOOLHOUSE ROCK-11.26AM | | 11.15 | 4,250 | 5.7 | 4,020 | 5.4 | 23 | 5.4 | 4,770 | 6.4 | 4,620 | 6.2 | 24 | 6.2 |
| ABC | | 11.56- | 11.59AM SCHOOLHOUSE ROCK-11.56AM | | 11.45 | 4,020 | 5.4 | 3,800 | 5.1 | 20 | 5.1 | 4,920 | 6.6 | 4,540 | 6.1 | 24 | 6.1 |
| CBS | | 8.26- | 8.29AM IN THE NEWS- 8.26AM | | 8.15 | 3,950 | 5.3 | 3,800 | 5.1 | 29 | 5.1 | 4,250 | 5.7 | 3,950 | 5.3 | 31 | 5.3 |
| CBS | | 8.56- | 8.59AM IN THE NEWS- 8.56AM | | 8.45 | 4,840 | 6.5 | 4,400 | 5.9 | 29 | 5.9 | 5,140 | 6.9 | 4,620 | 6.2 | 29 | 6.2 |
| CBS | | 9.26- | 9.29AM IN THE NEWS- 9.26AM | | 9.15 | 6,410 | 8.6 | 6,030 | 8.1 | 34 | 8.1 | 8,270 | 11.1 | 7,900 | 10.6 | 44 | 10.6 |
| CBS | | 9.59- | 10.02AM IN THE NEWS- 9.59AM | | 9.45 | 7,450 | 10.0 | 7,150 | 9.6 | 40 | 9.7 | 8,490 | 11.4 | 8,050 | 10.8 | 43 | 10.7 |
| | | | | | 10.00 | | | | | | 9.5 | | | | | | 10.9 |

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR | | | | WEEK 1 | | | | | WEEK 2 | | | | | | |
|--|---------------|-----------------------------|-------|---------------------|------|---------------------|-----|------------|--------------------------------|---------------------------|------|---------------------|------|------------|--------------------------------|
| | | | | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR % | TOTAL AUDIENCE | | AVERAGE AUDIENCE | | | AVG. AUD. BY 1/4 HR % |
| | | | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | | HOUSEHOLDS (000) | % | HOUSEHOLDS (000) | % | SHARE % | |
| DAY SATURDAY CONT'D | | | | | | | | | | | | | | | |
| CBS | 10.26-10.29AM | IN THE NEWS-10.26AM | 10.15 | 7,750 | 10.4 | 7,150 | 9.6 | 39 | 9.6 | 8,640 | 11.6 | 7,520 | 10.1 | 39 | 10.1 |
| CBS | 11.33-11.36AM | IN THE NEWS-11.33AM | 11.30 | 5,140 | 6.9 | 4,690 | 6.3 | 25 | 6.3 | 5,660 | 7.6 | 5,360 | 7.2 | 27 | 7.2 |
| CBS | 11.56-11.59AM | IN THE NEWS-11.56AM | 11.45 | 5,510 | 7.4 | 4,990 | 6.7 | 26 | 6.7 | 5,590 | 7.5 | 4,990 | 6.7 | 25 | 6.7 |
| CBS | 12.26-12.29PM | IN THE NEWS-12.26PM | 12.15 | 4,020 | 5.4 | 3,800 | 5.1 | 21 | 5.1 | 4,400 | 5.9 | 4,250 | 5.7 | 22 | 5.7 |
| CBS | 12.56-12.59PM | IN THE NEWS-12.56PM | 12.45 | 4,170 | 5.6 | 4,100 | 5.5 | 21 | 5.5 | 4,990 | 6.7 | 4,690 | 6.3 | 22 | 6.3 |
| CBS | 1.26- 1.29PM | IN THE NEWS- 1.26PM | 1.15 | 2,760 | 3.7 | 2,380 | 3.2 | 13 | 3.2 | 4,620 | 6.2 | 4,320 | 5.8 | 21 | 5.8 |
| NBC | 10.27-10.29AM | METRIC MARVELS-10:27AM | 10.15 | 3,950 | 5.3 | 3,730 | 5.0 | 20 | 5.0 | 4,320 | 5.8 | 4,170 | 5.6 | 21 | 5.6 |
| NBC | 10.57-10.59AM | METRIC MARVELS-10:57AM | 10.45 | 4,920 | 6.6 | 4,840 | 6.5 | 26 | 6.5 | 5,740 | 7.7 | 5,590 | 7.5 | 29 | 7.5 |
| NBC | 11.57-11.59AM | METRIC MARVELS-11:57AM | 11.45 | 4,690 | 6.3 | 4,540 | 6.1 | 24 | 6.1 | 5,660 | 7.6 | 5,590 | 7.5 | 29 | 7.5 |
| NBC | 2.30- 4.49PM | NCAA CHAMP. SERIES-SAT 1(S) | 4.45 | | | | | | | FOR RTGS SEE PAGE A-27 | | | | | 13.9 |
| NBC | 4.49- 5.08PM | NCAA WARM-UP(S) | 5.00 | | | | | | | FOR RTGS SEE PAGE A-29 | | | | | 14.7 |
| DAY SUNDAY | | | | | | | | | | | | | | | |
| ABC | 11.55-11.59AM | SCHOOLHOUSE ROCK-11.55AM | 11.45 | 2,980 | 4.0 | 2,680 | 3.6 | 16 | 3.6 | 2,160 | 2.9 | 2,010 | 2.7 | 11 | 2.7 |
| CBS | 8.26- 8.29AM | IN THE NEWS- 8.26AM-SUN. | 8.15 | 1,270 | 1.7 | 1,270 | 1.7 | 15 | 1.7 | 670 | .9 | 600 | .8 | 8 | .8 |

| | | | | | | | | | | | | | | |
|--|------|---------------------------|-----|-------|-----|----|------|-----|-----|-----|----|---|----|--|
| CBS 8.56- 8.59AM IN THE NEWS- 8.56AM-SUN. | 8.45 | 1,270 | 1.7 | 1,190 | 1.6 | 11 | 1.6 | 750 | 1.0 | 670 | .9 | 6 | .9 | |
| NBC 1.00- 3.07PM NCAA CHAMP. SERIES-SUN 1(S) | 3.00 | FOR RTGS SEE PAGE A-32 | | | | | 10.5 | | | | | | | |
| NBC 3.07- 5.07PM NCAA CHAMP. SERIES-SUN 2(S) | 5.00 | FOR RTGS SEE PAGE A-34 | | | | | 13.1 | | | | | | | |